VOLUME 05 | ISSUE 09

digit Fast Track
YOUR HANDY GUIDE TO EVERYDAY TECHNOLOGY

to MAKING MONEY FROM WEB SERVICES

Even if you don't know how to code, we'll make sure you can earn your way through!

- Web services?
- Identifying your customers
- Choosing a platform
- Hosting options
- Reseller hosting
- Marketing your services
- Resources worth their weight in gold

FAST TRACK TO MAKING MONEY FROM WEB SERVICES

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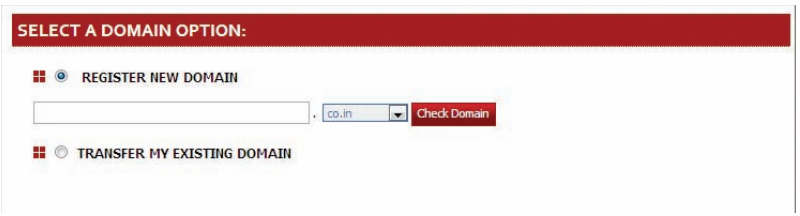
$2.3 Billion in 3 years

first few results whenever someone searches for web hosting or domain name registration in India. But the idea is to eventually get there. In the beginning referrals is the only way to go. But where do your potential clients come to? That's your website.

6.1 What goes into a good reseller website?

Most providers who offer reseller accounts like resellerclub or godaddy will give you a template to set up your own website. You can replace the default colour scheemes with your own. You can even put in your logo and make other custom changes. The advantage is that you get certain features by default such as the relevant buttons and links. For example a



Check domain box

domain lookup feature is provided in the template.

The template also comes with certain other features such as the various control panels that are supported and their tutorials. There are certain elements that are necessary for your website to be more attractive and user friendly to your clients. Potential clients need to be able to contact you in more than one way. You as a service provider should be approachable, not only by say email or phone but other methods as well. Most reseller websites have a contact us type of feature to request for a

Live chat offered by certain resellers

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Fast Track to MAKING MONEY FROM WEB SERVICES

Credits

The People Behind This Book

Editorial

Editor	Robert Sovereign-Smith
Head-Copy Desk	Nash David
Writers	Nash David, Nimish Sawant, Sambhav Daffu, Samyukta Bharadwaj, Siddharth Parwatay

Design and Layout

Lead Designer	Vijay Padaya
Senior Designer	Baiju NV
Cover Design	Anoop PC

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Introduction

We've written Fast Tracks and articles before on how you can make money using an internet connection... so what makes this one different? For one, our previous attempts of helping you earn money were predicated on the assumption that you had mad technical skills that were so much in demand that someone would be willing to pay money for them. Coding is one typical example here, and the hundreds of freelancing sites out there offer you a chance to try and earn some money using said skills.

However, not all of you can code, and not all of you may want to. So what do you do if you are a geek, who has technology knowledge and a business mind, and wants to earn some money – working part-time or full?

That's where this Fast Track comes in... we assume that the people reading this do know enough about technology to understand everything that's written here, and whether you can code or not is irrelevant. The more technology knowledge you have the better, obviously, but in no way does it mean you can't make money after reading this book if you are even an absolute beginner.

What you will read in the following pages is ways in which you can make money by selling services, or more appropriately, re-selling some services which more and more small businesses need these days, and do a pretty good job at satisfying your customer. Not only are we going to cover some technical aspects of the business, we're also going to give you some socialising and networking tips to help you identify your clients, and teach you how to fulfil their needs, and thus, get repeat business.

Anyway, enough chit chat, let's get down to making some money...

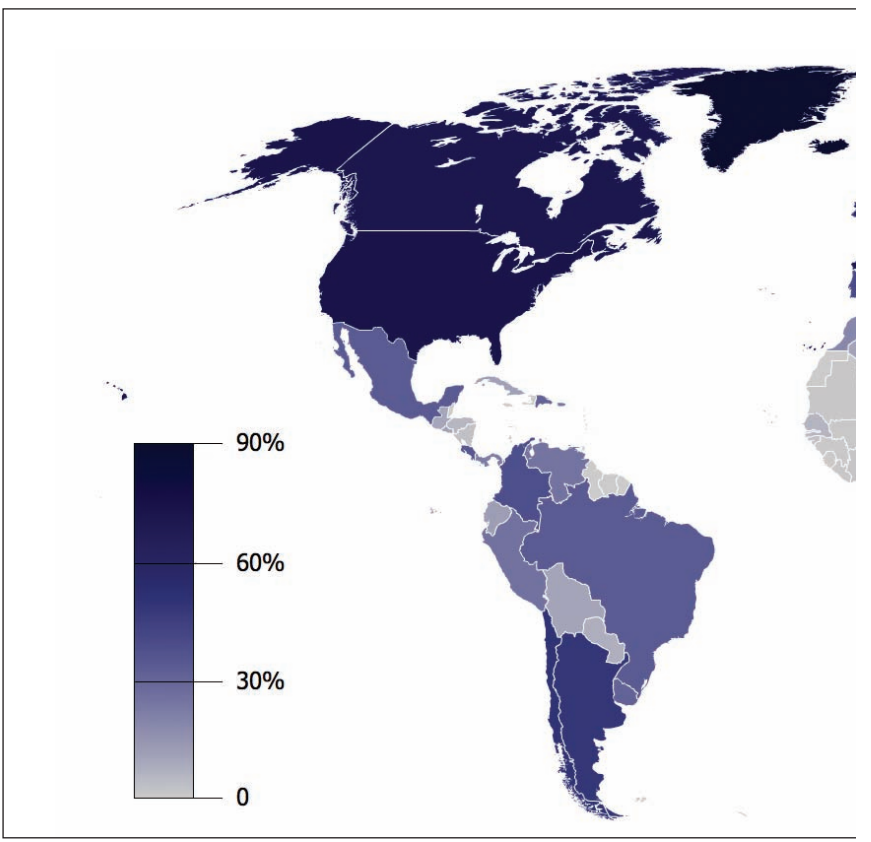
1. Web services?

Despite our best attempts to make this as clear as possible from the cover of this book itself, there is no doubt that some of you still will not totally understand what we mean by "web services". To be completely honest, there are so many technical needs customers can have these days, that we struggled for quite a few days to name this Fast Track, and we're still not completely sure we got it a hundred per cent right.

Well, our definition of web services in this book is anything that you can do online for real-world customers. This could be a simple email solution, a basic web site, or even a portal with a payment gateway so that your customer can sell goods online and accept orders online.

Basically, we've seen a marked rise in the need for small businesses to get online, and it doesn't matter what that business is, because these days it's honestly more of a necessity than a gimmick. Although the idea of making money from businesses by helping them tap into the world of the internet can scarcely be considered novel, it's only in the past few years that the demand has risen to a point where it is a serious business opportunity.

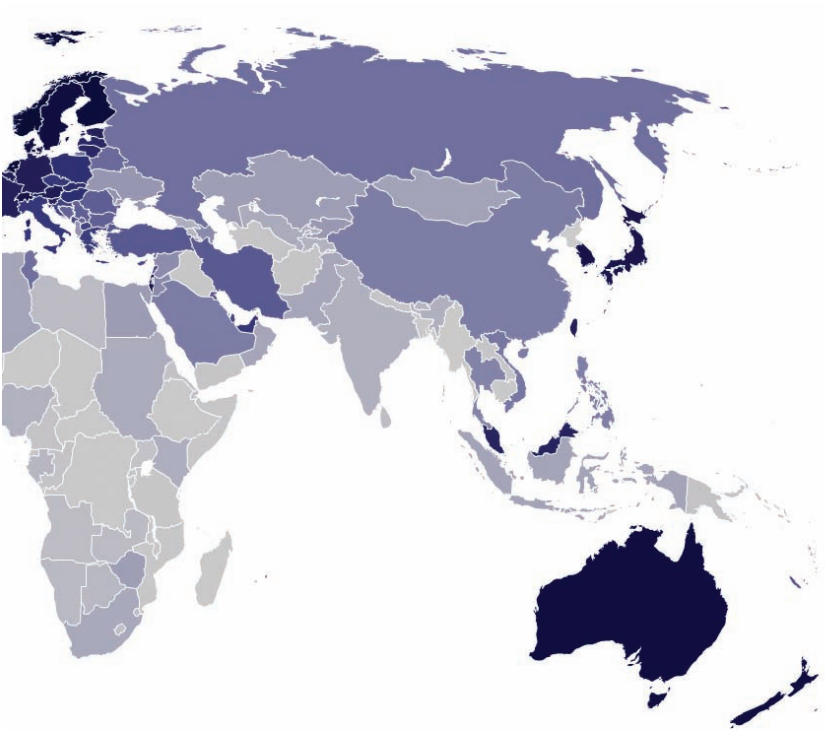
Let's first look at why this has happened...



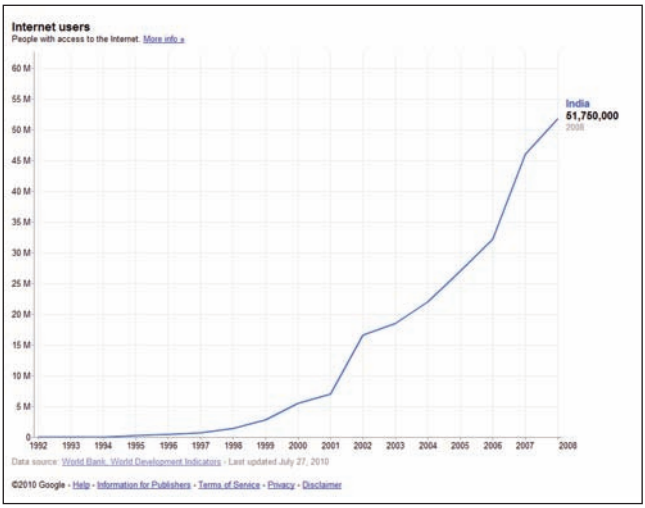
1.1 Why web services?

Although we'd all love to believe all those news stories all those years ago that heralded the coming of the internet age in India, it was all just a lot of hype. Sure we have a few million people online... OK, fine! India has a whopping 81 million people who have used the internet, at some point in their lives, give or take a few million, but considering that just a decade ago this figure was about 5.5 million, and that even as little as five years ago, this was a mere 27 million, you get the big picture.

...those news stories all those years ago that heralded the coming of the internet age in India...it was all just a lot of hype



Internet penetration across the globe. Source Wikimedia and internetworldstats.com



Here's a snapshot of internet penetration in India as per www.google.com/publicdata

1.1.1 The fuel for the fire

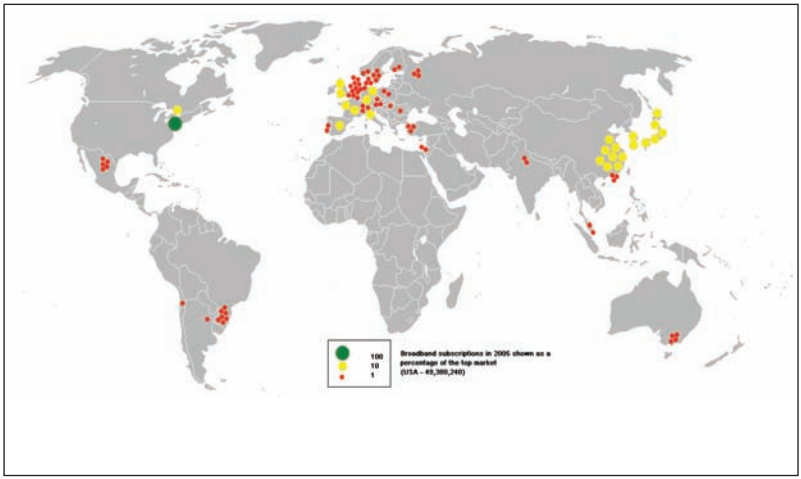
India has grown from net obscurity to the fourth largest online population – lower only than China, the US and Japan. But what's impressive is that the major growth has happened in just the last few years.

It's right now that India has reached the tipping point of making web businesses a viable option. Earlier it was a case of too few people online – although still in millions, compared to a population of 1.2 billion, this was still peanuts. However, we feel that as we approach a 100 million people with access to the net, there's sufficient penetration to expect returns from a web service business now.

1.1.2 Broadband

According to TRAI, just over 9 million people in India have access to broadband, and you might think that this certainly is not a huge number. However, in contrast to the internet penetration figures – which took a decade to go from around 5 million to close to a 100 million – we expect broadband penetration to cover that gap in a significantly smaller span of time. With a lot of people converting from slower connections to faster ones, and the increasing popularity of mobile broadband services (those little USB modems that are offering "blazing fast" speeds), and also a significant number of people accessing the web from their 3G mobile phones – there's definitely going to be a drastic rise in the overall figures.

What's also going to happen as broadband-access becomes more prevalent



Compare the broadband penetration across the globe in 2005 to the stats we've provided. Source WorldBank, 2007

in India, is that people are now going to be able to do quick searches, to find stuff online. Whether India likes it or not, a lot of small businesses are going to need to get online, and fast, in order to maintain the edge they have over competition.

What this translates to is an increased number of people searching for services, and thus an increased number of businesses looking to be found by all those new searchers. It's the good old supply and demand chain at play here, and since there's an increased demand, there's bound to be a huge icrease in supply, and that's where you come in. As a Digit reader, and a geek, you're already ahead of the curve, and can start supplying your services to those who want to play catch up.

1.1.3 Big bucks from small businesses

As budding entrepreneurs, all of you interested in this Fast Track book will be looking forward to making money from web services. However, the biggest mistake most of us make is to spend too much time running after the big bucks. All of us want to start a small business and target corporates, or big name companies that would look good on your client list. Some of us are even lucky to bag those projects, while most of us aren't going to be able to...

Consider the stats from various research firms – they suggest that in Asia, of all the money changing hand for goods and services, anywhere between 90 to 95 per cent of business is done by small- and medium-sized businesses. India doesn't buck that trend, so instead of focusing your energy and attention at corporates, which frankly, are probably already working

with larger companies for their web service needs, try and tuck into the much larger piece of the pie.

It is after all, the small businesses that cannot afford the expensive consultancy fees and the big budgets that corporates have. This means that between the big fish that spend big money and the small fry that can't afford anything at all, there are millions of businesses (hundreds in your own neighbourhood), who would want to spend a little on setting up a web presence, and moving their services into the tech-savvy world of today.

1.2 What can I do?

The first step towards making money has to be inflection. Most of us tend to be honest with ourselves, and know what we're good at and aren't. That is, of course, notwithstanding delusions of grandeur.

As long time Digit readers will vouch for, the simplest way to judge your skills is to judge your interests. If you have a stack of Digit magazines and Fast Track books lying about, pick them up and scan them and try and make a mental map of what interests you. If you don't have this valuable stack handy, go to our online store at thinkdigit.com and look at the older issues, or ask some of our older forum members to share PDF versions of our older issues. Once you have a better understanding of your interests, you should now have a pointer towards the direction your skills are leaning in. It's not a sure-fire way, but it's a good start. For those of you who already know your skills, the hardest part is going to be to accept your weaknesses. For instance, we've known some of the best coders in the business to have some of the worst English language skills on Earth!

There are always ways to circumvent your weaknesses, of course, and the simplest is to find a friend who's the opposite. If you have a certain friend who comes to you for your help in all tech matters, but who you have to ask for help when dealing with complicated work proposals or basically anything to do with writing in English, then perhaps it makes sense to pitch this idea to him or her, and form a team. Although the idea of sharing profits, even before you've got a concrete plan on how to make money, may not seem very sane, trust us, it's better for you in the long run. Also, since there are costs associated with setting up a business, you might find that sharing the expenses with partners to be more desirable.

And in no way does this team building need to stop there. The aim here is simple, and the goal pretty much the same as those that some of the biggest companies around had when they were started – get diversity in skills and try and build a strong company. For instance, some of us have the gift of the gab, while some just don't. The problem is, with any business that's based on a service model, marketing your team's technology skills is often the most important skill of all...

Of course, a lot of you just might have everything it takes to start your own web services company. What we're going to do next is to list out the skills we think are important for you to be able to make a successful go at an attempt to make some serious money, in no particular order of importance.

1.2.1 Dedication

This one comes from personal experience of Team Digit. There's no substitute to dedication to a cause, and this applies to not just this business you're trying to start, but to all aspects of life. However, sticking to the topic, too often we've seen people who have a lot of skills lose interest, or lose patience in a task or project. Don't invest your time or money in a project (or people, even) that you're not dedicated enough to. If you're driven, passionate and determined to succeed, you will.

1.2.2 Knowledge

In this day and age, with so many people interested in learning about technology, and in fact, so many Digit readers out there, you better know your stuff. There's nothing more off-putting than someone trying to sell you something they're not really educated about enough themselves, and even worse when you know more about the product or service than the one selling them. Make sure to read, read and then read some more on the topics, and understand all there is to know. This is even more important for a service provider, because you need to have the answers to any questions that your clients might have.

The services you provide might involve anything from writing simple HTML code to modifying PHP code, and troubleshooting a rogue CMS. Before you start offering solutions that include such products as CMSes, make sure you read up about them, use them and get accustomed to them.

1.2.3 Design sensibility

In order to be able to market yourself as a serious web service professional, you need to be able to deliver products that not only work well, but also look good too. For example, if your first client needs you to set up a basic site for him or her, that just lists the company's contact information and what they do, there's almost no coding to speak of, and you should be able to get the site up in a day. However, if you don't design it well, and follow design guidelines, you will end up with a site that works perfectly, but doesn't look good to the client. This will result in multiple re-iterations and thus more of your time, and also probably won't earn you brownie point with your client, and thus ensure that you don't get recommendations or referrals from that client.

1.2.4 Marketing skills

We have a chapter dedicated to marketing your services, because that's how important it is. Make sure to get some tips from chapter 6 in this Fast Track.

1.2.5 What I can't do...

As we've mentioned earlier, understanding what you can't do is as important as knowing what you can. The most common mistake that's made when marketing one's services is to never say no. As a result, just to ensure business, agreeing to tasks, such as customising a CMS for a client's special needs, despite no one in your team having the skills to do so might actually land you in more trouble, and also earn you a bad reputation when you fail to deliver what you so eagerly promised when trying to get the client to sign on and commit money.

If you are thorough when identifying your strengths and weaknesses, you will have a clear picture of your limitations, and if you can't find people to plug those gaps, it's not a bad idea to find other entrepreneurs like yourself, who may be running their own service company, but have the requisite skills to do what you can't. This way, you might be able to negotiate between the client and the other company, and get at least a middle-man's cut of the profits.

In the next chapter we're going to look at some ideas of who your clients could be, and what kind of services you might be able to offer...

2. Identifying your customers

Now that you've been able to gauge your own skills, it's time to look at how those skills can be translated into money. The first step to doing that is obviously to identify who your clients are. At the risk of sounding idiotic, any business, no matter how small or how large, is a potential client. The smaller and medium businesses are the ones that you will be focusing on, and we're going to try and illustrate through examples how you can help any business in some way or the other.

2.1 The Customer

Although every business or in fact, every human being alive who has used the Internet, is a potential client, aiming for a target as large as the globe is bound to lead to you misfiring and hitting absolutely nothing. This is where it becomes important to lay down some ground rules for who are your customers, and what are the ways you can identify their needs. This is what will help you when you approach them for business.

There are two basic types of customers that you will encounter – an individual or a business.

2.1.1 Individuals

Individuals usually want a simple domain name with a simple site, and maybe some email addresses, and they're usually the types to set up their own site as per their likes. The only thing that usually concerns individuals when they're buying is the costs. If you can undercut the market and offer solutions for cheap, they'll come to you, or else they'll usually go to the lowest priced vendor. Another problem with individuals is that they're usually harder to reach, in order to market your services to them. And you don't want to be spending big bucks to go up against popular registrars to get

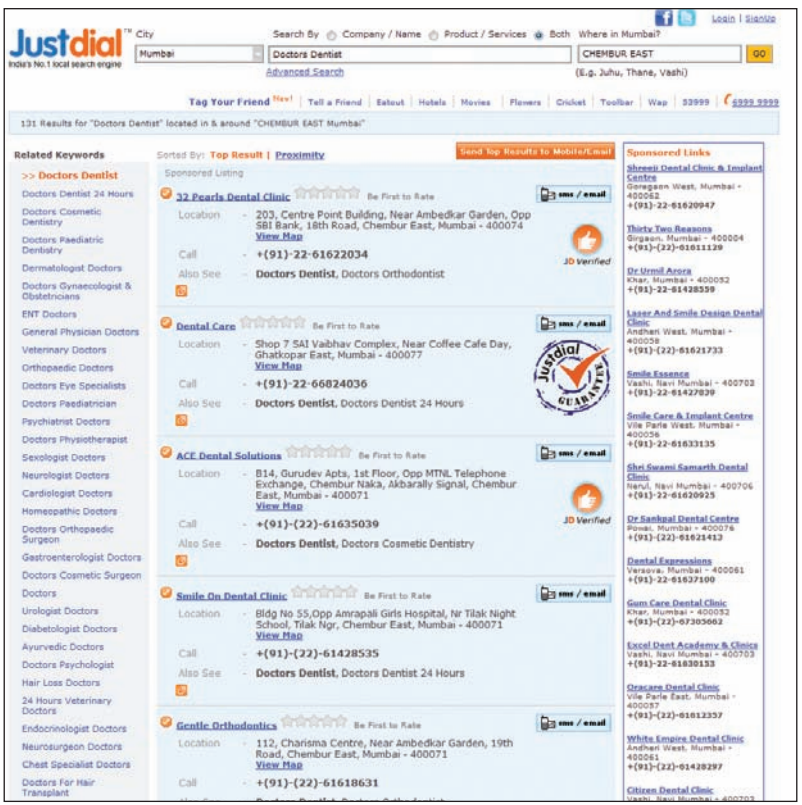
Individuals are more likely to opt for exciting offers from one of the many registrars, because they search for what they want, when they want it

a few domain registrations. Plus, they're usually the type to search online and find services as and when they need them, so for individuals, you need to spend too much time on SEO and making your web site easy to find – another task that's just too daunting for most businesses that are just starting out.

These are the main reasons why throughout this Fast Track we will be focussing on small and medium businesses as potential clients for you.

2.1.2 Small businesses

The most important thing to remember when targeting small businesses



You could use services such as JustDial.com to find businesses in your locality that don't have web sites yet, and pitch your services to them

is the fact that they're usually interested in web services, but are still also on tight budgets. It's still a numbers game if you're going to successfully make money in this business, and we've dedicated a whole chapter to how you can market to them. However, in order to make sure you're not selling ice boxes to Eskimos, you need to be a little innovative with your offerings. Even if a business already has a web site, and may even have a customised email solution set up, you can still act as a consultant and help them market their business online on social networks, appropriate forums and discussion boards and also help integrate their services by using a CRM or even re-design web sites. The possibilities are limitless, or to put it more appropriately, limited only by your skills and imagination.

A good thumb rule to follow is to consider how you can offer a service that would help a small business increase their profitability. This may or may not be through a web site, and the benefits may range from informing more people about the business to just easing the delivery of goods, or enabling web-based orders or appointments for services.

2.2 Starting local

As we've mentioned before, although you can target small business from absolutely anywhere, it perhaps makes sense to start locally. It's a trust thing. If you live close to the businesses you approach, they're more likely to hear you out. For example, approaching your local supermarket, or the dentists in your area might help you get started earning that reputation you so sorely need. Of course when we say local, we don't specifically mean starting with just the businesses within a radius of 200 m of your home, but also leveraging your existing contacts. These could be your father's friends who may not even live in the same city, but would definitely hear you out when you're making your pitch, or your family doctor, or business contacts, etc.

Another good place to get some contacts are your city's yellow pages. It makes sense to do this after you've met a few clients, understood their needs, and if possible, after you've actually provided a few businesses with some solutions. When approaching companies you don't know, it's always good to have some sort of portfolio built up. But more on that in our chapter on how to market yourself... for now, let's take an example.

Let's say you meet with your dentist, or your father's friend happens to be a dentist who has a successful practice, but doesn't have a web site or use web services in anyway. Because it's someone you know, you approach this dentist and convince him or her to let you set up a site, an email solution, and say, a Facebook fan page. A simplistic example actually, and probably easy to accomplish, but valuable, because you now have something to show the whole list of dentists in your yellow pages copy that you want to approach.

However, let's list out some ideas of services that you could offer to potential clients...

2.3 Identifying needs

Although you need to listen to your clients when they specify their needs, you also have to realise one very important thing – a lot of your clients might not know the benefits of having a web presence, or what your technology skills can help them accomplish; if they did, they'd already have such services in place... That's why it becomes increasingly important for you to think innovatively and come up with solutions that would help them with their business.

Let's take a look at some of the services you can provide, and what needs of your client it would take care of. Again, this is a short list of services, but you could do even more...

2.3.1 A domain

The most basic of all, this is perhaps the first step that will earn you a little money and also get your client onto the internet. One way in which you can value add is to search for appropriate domain names for your clients. So, for example, if there is a business called Singh Motor Training School, you can start searching for appropriate domain names for them, even before you approach them. If you do this smartly, you can get them hooked onto the idea of opting for your services.

Using the same example, you might want to suggest a .in domain name for this specific business, and since it's clearly a local business, instead of searching for singhmotortraining.com, or singhdrivingclasses.com, or basically trying to find a domain that isn't already taken, think local. If the business is located in, say, Colaba in Mumbai, you could try throwing in that into the mix when searching for domains. It increases the chance of the business being found by search engines, since people are more likely to search for areas rather than company names. So, colabadrivingclasses.in, drivingclassesmumbai.in, etc., would all be better alternatives for the company.

When you take this approach, and explain your reasons to prospective customers, they're more likely to treat you like a professional, and use your services. Plus, if you can, perhaps you can convince your customers to take on more than one domain name. For example, what if the Singh Motor Training School also has a car repair garage under the same roof... you could just let that one domain take care of all the services offered, or you could inform them of the beauty of separating the two services across two domains. Perhaps the same company could have three domains – one each for the parent company, the driving classes and the auto garage.

It could increase the perception value of the company when people see that appears it has branches and clear-cut demarcations for its various businesses.

2.3.2 Hosting

The next obvious progression from domains is to look for hosting. In chapter four we'll look at reseller accounts, and you'll understand how you can make money by just selling domains and hosting. Based on a client's needs, you can suggest a plan that suits their budget. With the reseller accounts we'll talk about next, this is really easy for you to arrange for, and at very competitive prices.

2.3.3 Email

You're going to come across a lot of businesses that want an email solution for themselves. Very often, the need is only email, with no domain name or hosting even required. A lot of businesses want to have a company name domain that they send and receive emails on, and that's usually enough for them. In such a case they'd still need to buy a domain, and depending on budgets and the amount of email addresses required, you could either use Google apps to set up the email addresses, or if you have a reseller account,

Apparently drivingclasses.in wasn't registered as of writing this Fast Track, so our example turned out to be a pretty decent guess...

just set up the required number of email accounts from your control panel. Setting up email from Google apps has the advantage of more inbox space, better uptimes and the ability to configure, train and handover – that's configure the domain, train one of your client's employees about how to set up new email accounts, and then handover total control to the client. You can do the same if you have a reseller account as well, but we just love the extra features that Google throws in...

2.3.4 Web design

If your clients want a web site, there's a good chance they will also look to you to get it designed – if you have the skills and pitch for it. Thanks to so many open source CMSes, HTML templates and what you see is what you get (WYSIWYG) editors, it's not even hard to set up a basic site anymore. All you need is some spare time, and you could have a basic site up and running in a matter of hours. Sometimes this process is so fast that between the time the domain is bought, and the time it takes for DNS servers to start pointing the domain to the hosting solution, people already have basic sites up and running.

Web design does eat into a lot of your time. So although it's a good service to offer when you're starting up, because it makes your services seem more like end-to-end solutions, in the long run you may want to stick to the things you're good at. Of course, this could also mean that if you're good at web design, you may want to start focussing on that – you might also find some more business improving the design of existing sites.

Of course as your business moves along, you will start realising the input to output ratio of efforts is to returns. For example, if you find yourself making a lot of profits selling domain names, it would be silly to waste a lot of your time trying to bag design contracts, when that same time could be spent finding more domain buyers.

2.3.5 Custom solutions

This one's a bit tricky, because small businesses have very varied needs when you dig deeper than the four mentioned above. One example that springs to mind would be a business that's looking to increase its chances of being found online.

You could get all technical by trying to explain the complexities of search engine optimization (SEO) to your client, and then arrive at a price if that's something you think you can handle. However, the domain-host-mail-SEO solution is not what every company out there is looking for. For example, some clients might ask you to help them indulge in some social media marketing (SMM). This could be setting up a Facebook page for

the company, or just helping them identify which hangouts contain their target audience.

You might also get more technical requests, such as integrating the client's CRM solution for them. This would actually be a major project in itself, but could earn you a lot of money, if you can convince your client that it's required.

Yet another service you could do for your clients is to start adding their company name and domain address into all the major search engines, and also start identifying the most used online classified services, and try and get your client's name listed there.

Whatever the clients' need, with a little bit of research and some skills, you should have no problem completing the job for them.

Keep an eye open for the last chapter that lists all the resources that might come in handy when you're working on some of these customised solutions. In the next chapter, we'll try and explain what platforms are available, and how you will be able to smartly choose one that fits your client's needs the best. d

3. Choosing a platform based on needs

The first step to providing web hosting is to find out your customer's needs and then choose a platform. It is very important to choose the right one. For this you have to take into consideration the costs incurred, feedback from users about the performance, time taken to install, as well as maintenance and updation overheads. Whatever you choose, it's essential to note that technology keeps changing and with this your customer's needs and requirements will also change.

You need to find out what kind of people want to buy web hosting, what platform will be choosing, and in turn what CMS should you provide them.

3.1 IIS+.NET or LAMP?

Internet Information Server (IIS) is a web server application created by Microsoft and can operate on Windows NT, Windows XP, Windows 2000, Windows 7.

LAMP is an acronym that stands for Linux (operating system), Apache Server, MySQL (database software), and PHP. It is a bundle of software programs that provides a platform for developing and implementing web.

Before selling web hosting, you have to choose a platform. While your client base may include novice users who just want to start a business, you may also encounter companies that might want to buy hosting. You should also take your interests into consideration so that you leave no stone unturned while providing service to your customer.

In case you're confused or have no idea about any programming or scripting language, here are a few pros and cons you might want to consider before advising your client.

The first step is to buy web hosting keeping your customer in mind. Also find out which language they are comfortable with - PHP or ASP.NET? If your service provider offers you the option of using either of the two for a negligible difference in price, it's wise to opt for such a plan.

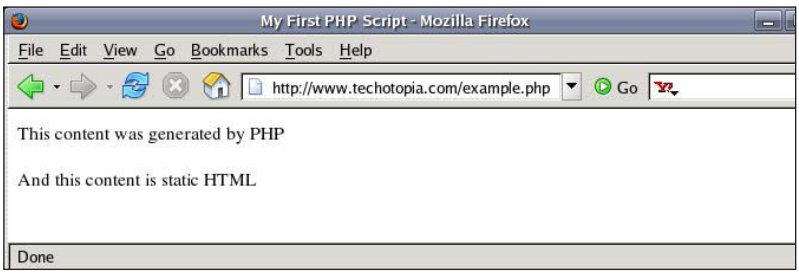
Nevertheless, in case there is a choice that you need to make, then the main advantage of using Linux hosting is that it's open source. Not that it makes much of a difference in normal operations; but the way things work out, your client stands a good chance of getting quick community help on any issue you may face with Linux hosting. Generally, reseller accounts with Linux hosting offer quick install options for content management systems such as WordPress, Drupal, Joomla and may be even phpBB or Wikis. PHP can run on Linux and other servers including Microsoft whereas ASP.NET can run only on Microsoft servers. It can run on other servers too but with less efficiency. PHP is very easy to get started with.

ASP.NET is a platform for deployment, execution and maintenance of applications for Windows. It is not an open source programming platform. You may charge your customer for it. Your client may also insist on using ASP.NET due to their familiarity with the language or their existing infrastructure of Microsoft servers.

Free tutorials of PHP are easily available on the web. On the other hand, finding ASP.NET help is quite an effort. Nevertheless, there are plenty of books and ebooks that you can purchase.

```
<html>
<head>
<?php
echo '<title>My First PHP Script</title>';
?>
</head>
<body>
<?php
       echo '<p>This content was generated by PHP</p>';
?>
<p>And this content is static HTML</p>
</body>
</html>
```

Output:



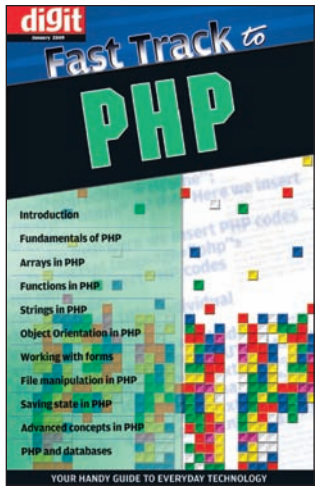
PHP Output

From the above code it is evident that although PHP is easy to learn, it involves a lot of mechanical work. The output is just three sentences, whereas the code for that is relatively large. For more on PHP, you can read the Fast Track to PHP, in January 2009.

ASP.NET is object oriented. This means a .NET project is divided into sub-modules and objects. These objects interact with each other by sending messages. It enables re-usability of these objects and also enables adding new features without affecting code, that is, it provides extensibility. It also provides multilanguage support allowing you to break up your project into many parts, with each part written in a different .NET compatible language such as VB, C# and C++, and then merged easily. This way the project will get done faster. PHP on the other hand lacks multilanguage support. If your client is a company and is already working on Visual Studio, you can recommend ASP.NET. It provides a large set of libraries and all kinds of controls that can just be

dragged and dropped on forms.

ASP.NET applications are compiled. A compiler first takes in the entire program, checks for errors, compiles it and then executes it. PHP applications are interpreted. An interpreter does this line by line, so it takes one line, checks it for errors and then executes it. Nonetheless, PHP being a very simple language can afford to use an interpreter. And sometimes ASP.NET applications also tend to get slow as they access outside COM components. Despite all the theoretical facts going in favour of ASP.NET, in practice, PHP has been found to be faster and more efficient in handling load.



Fast Track to PHP in January 2009

If your customer has complicated web services needs, namespaces are a must. Implementing this feature in PHP can be an effort, especially for novices. For example if you've a function called 'add' in one module and another function with the same name in a different module within the same project, he will never be able to use them together if in PHP. These namespaces, however, are contained in ASP.NET.

There are many people who prefer PHP because it is directly connected to MySQL. Although MySQL is available on ASP.NET via ODBC connection, it requires to be configured by the system administrator and can be time consuming.

Debating their pros and cons can go on for ever, with killers and spoilers on either side. So the choice of implementation is totally yours! Let us consider some real life examples for better perception. Consider your client is a doctor with a small clinic and wants to have a simple website for contact details and a database of the patients to store their email addresses. You can recommend a typical PHP with MySQL configuration. The reason for this being, you can be up and running on WordPress in a matter of minutes. Besides, updating a WordPress site is as easy as composing an email. In fact, with a feature in WordPress, you can allow remote publishing whereby email to a secret email address is updated on the web site as a new post. Now it is up to you to charge him for support or give it for free and attract more customers.

MySQL is a relational database management system (RDBMS). It is most widely used. Apart from being open source and free, MySQL runs

on most of the platforms including Linux, Unix and Windows. MySQL is also much faster and more robust than MS SQL.

ASP.NET uses MS SQL for storing and modifying data. Data access to MS SQL servers is provided by ADO.NET, which is a set of computer software components used for providing continuous access to data. MS SQL is created by Microsoft. It is proprietary and expensive. Weighing IIS against Apache, the results are similar to that of MS SQL and MySQL. Microsoft designed IIS, while the open source product here is Apache. The expression open source alternative is so frequently used that it feels the open source product is just an alternative and not as good as the supposedly "real" proprietary product. This is not necessarily true. It is open source hence cheaper and more easily available.

Apache is robust, reliable, secure and easily configurable on so many levels. Apache is available on Linux, Unix and Windows, but IIS will work well only with Windows as it is proprietary software. Apache runs projects that are Java-based. Java Database Connectivity works well on Apache. JDBC is an API for accessing tabular data sources from within Java code. It also provides cross-DBMS connectivity to a wide range of SQL databases and access to other tabular data sources such as spreadsheets or flat files. It also supports a wide variety of plug-ins for content management, application management and document presentation. Plug-ins are software modules that lets you view a document, interact with an image, listen to music or watch a video.

Apache is the most widely used Web server software package in the world. It is a multi-platform support. It runs on almost every platform out there. It can be used on systems with Intel x86-series processors running either Linux or NT as an OS, or on other computers running a Unix-type OS on a different processor. Apache with Linux runs faster than IIS with Windows. The reason being former does not require GUI (Graphical User Interface) instead it uses commands. If your customer is experienced in Linux, then you must recommend it because Linux is rather secure.

Nevertheless, it becomes very easy to use GUI, and, IIS with Windows gives you the option of using tools and integrating them with Microsoft products. However, Apache's developers do not provide any type of support for their products. Nonetheless, you can charge for the support you provide your customer.

IIS also has its share of advantages. It provides protection against crashes. Even if one application on the server crashes, the web server and other applications continue to run, and the failed application restarts the next time a user requests for it. It also limits bandwidth. Unlike other server software, IIS has the ability to limit how much bandwidth your web pages should use. It is closed source so it might cost him some

money but if you are comfortable working on it then you should go for it. However, installing modules on IIS is a time consuming issue.

From a survey we found that IIS web servers are maximum utilised in Fortune 500 companies and the Apache server is utilised maximum in popular internet web sites.

IIS is prone to getting infected with bugs. In a 2009 incident of hacking, Netcraft claimed that the hacked Virginia site was running IIS 5.0 and 6.0 on Windows 2000 and 2003. IIS always had security problems. This is the ideal prey for hackers. Linux, on the other hand, hasn't experienced attacks from worms or viruses.

Performance wise, both of them meet minimum requirements in terms of speed, stability, and scalability. Speed wise, when it comes to static documents, IIS is faster and Apache lags behind. This is mainly due to lack of multi-threading and scalability problems with Linux. Multi-threading refers to multiple processes or threads running together simultaneously. Scalability refers to addition of modules to the system without affecting the system.

Although the performance of Apache on Linux is considered to be one of the best, it also has some scalability issues. Both Apache and IIS are stable, if properly configured. Problems may occur due to system failure. In this case, Apache has an advantage, because all Windows applications (IIS) are kernel extensions. This means, the faulty application might kill the whole system as kernel is the heart of a system. Linux applications are isolated from kernel. This way, even if an application fails, it is very unlikely that it will have any effect on the kernel.

Ultimately what matters is what you are comfortable with. If you're familiar with IIS and investing isn't a matter of concern for your client, then use .NET. On the other hand, if you're more comfortable with Linux and budget is critical, then opt for LAMP.

3.2 Choosing a CMS for the chosen platform

A Content Management System is used to manage the content of a web page. It gives even a novice a chance to build a web site. It is a web application that uses database (usually MySQL) to create, store and edit HTML content in a manageable way. A CMS stores your content in a database. In case you're not familiar with it, here's a brief description.

CMS consists of two elements: Content Management application (CMA) and Content Delivery Application (CDA). CMA allows the content manager to manage the creation, modification, and removal of content from a web site without needing the expertise of a web master. Content manager does not require having any programming skills or knowing HTML to achieve the same. Content Delivery Application uses and

compiles that information to update the Web site.

Always pick a CMS that has a good and simple interface that can be worked upon at ease. Without a clear definition of the requirements, it is not possible to get the right CMS. It will save you a lot of pain in the long run. Ensure that the CMS you need has all the functionalities required for the web site.

Never go by the look of it. Don't get attracted towards the fancy ads, the pretty themes and false promises the companies make, the plug-ins they claim to offer and so on. At the same time, don't go in for a very small one too. Also make sure you choose one that is quick and easy to install and does not eat into your time. Don't take your customer for granted, do consider your requirements. These requirements may be implicit, you have to put yourself in your customer's shoes and then decide. The CMS must also contain a good user community. Before selling hosting space, always try the CMS yourself. If possible don't go in for demo versions that are installed by the client. They will always give you better performance. Find a cheap host somewhere, install and use it first before picking it up for your web hosting.

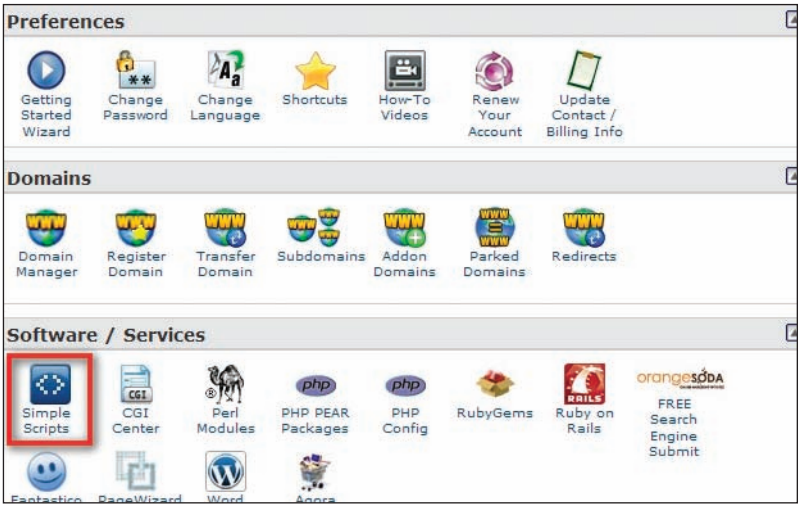
If you don't find the right CMS for your web hosting, you can also make one as per your customer's needs. You should keep the following things in mind before building your own CMS:

You must take into consideration, the freedom of the owner. There are a set of rules you must consider. For instance, control over what to edit. Also, a level of abstraction should be provided from the customers depending on their roles. For example, a user may be allowed to update the general details of a web site whereas another user may be allowed to modify only his profile details.

Make it simple for the user. Ensure that your web is not loaded with details else it would take ages for the site to return results. Enable user interaction. If the customer has any suggestion he can mention it in the feedback forms so that further improvisation of the CMS can be made. The CMS you choose must have multi lingual support so that any user from any corner of the world can use the CMS. It should be video and audio compatible as nowadays no website works without videos and tutorials.

Now you have to recommend a CMS , depending on the platform your client has chosen. Initially you can provide him with free CMSs. Some customers run away from finding and installing the CMSs on their own. You must try and get a one click installer like simple scripts one click installation service on your web host.

Here's an example of the simple scripts installer with the Bluehost for installing WordPress.



Just click on the Simple Scripts icon to install WordPress

The Install Now button just makes it so easy!

How better could that get?

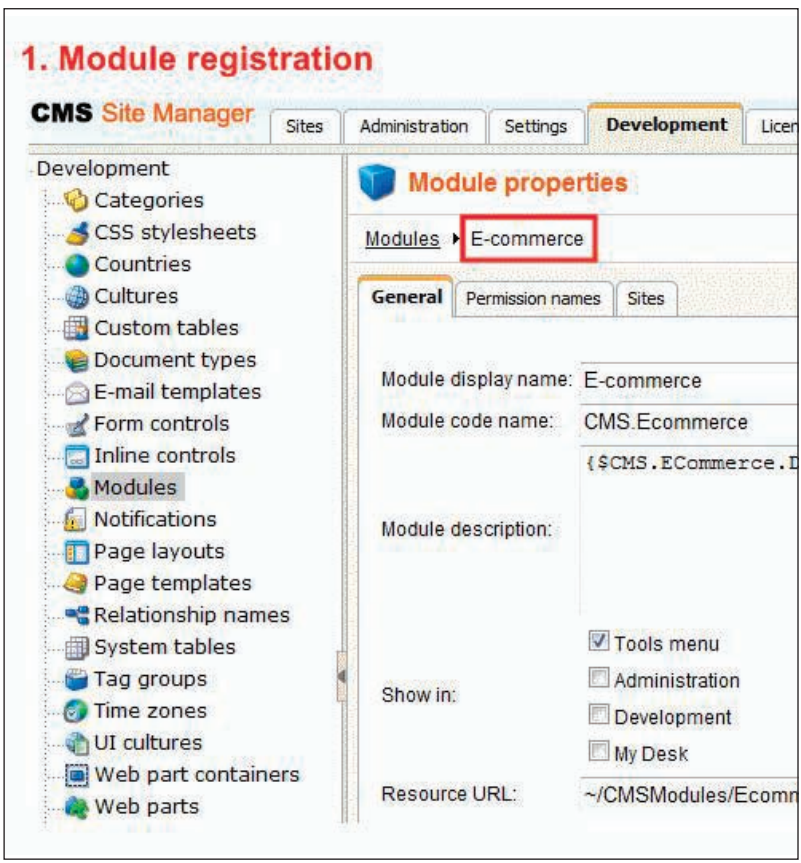
When the customer logs on to his web hosting account, the process automatically checks if the CMS to be installed is compatible or not and then it automatically installs it. There is no overhead of searching for the CMS online and waiting for it to download. When an updated version of the CMS is out, the installer updates the version on the same one click. This is an add on feature which might make your web hosting a good choice for most of the customers.

But to do this, you need to choose a CMS for the chosen platform. If you decide to use LAMP as your platform, then you can probably go in for Drupal, WordPress, Joomla, TYPO3, MODx and many more. These are PHP compatible CMSs that are open source which means they are free of

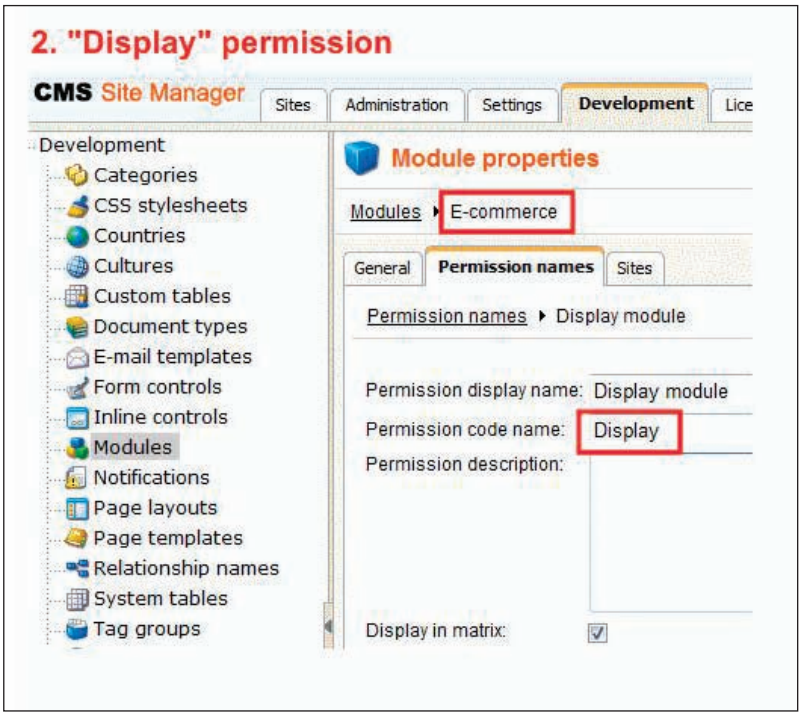
cost and easily available.

Drupal is robust enough a CMS to run on LAMP server. In case of Drupal everything is object oriented and you have to define classes of data which can be displayed in different ways depending upon their context. There is a datatype called 'xml text field' in which users can enter markup, but this markup is then parsed on the server and outputted as valid xhtml.

Joomla is good to use. But like Drupal it is a lot more complicated and has a long learning curve compared to WordPress. WordPress is more blog centric than Drupal and Joomla. But if you are new then it is better



Adding a module in a .NET CMS



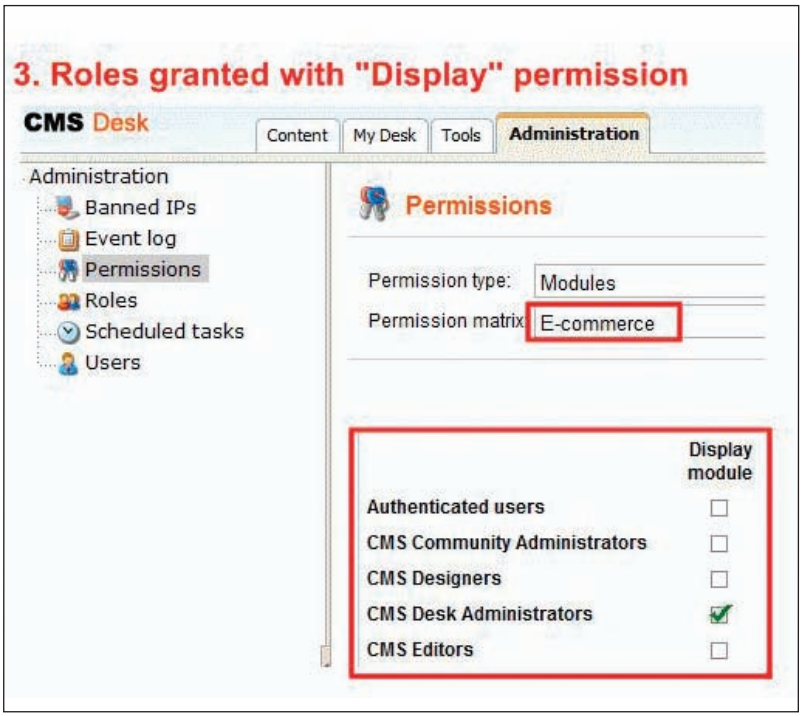
Setting permissions

to go in for WordPress only, Drupal and Joomla are not at all easy to learn. There is another CMS called the eZpublish powered by LAMP, also has a complicated framework like Drupal. eZpublish is also open source that is easily available.

If your customer chooses IIS, then dotnetnuke and Kentico CMSs are good. dotnetnuke is free and open source whereas the Kentico CMS is proprietary software and therefore charged. Both are supported by the SQL server. Well, there is difference of opinion in this case. dotnetnuke is free of cost, open source, Kentico isn't. Kentico has poor development environment but has an excellent backend for administration. Even those from the non-technical background can handle dotnetnuke sites, whereas kentico sites require technical knowledge to be handled.

3.2.1 Does your customer need a CMS, or will HTML do?

Content management systems are designed to enable web site owners to



Assigning roles

change and maintain their own web sites without knowledge of HTML. The web content and page modifications can be made from any computer that has a web browser and an internet connection.

If the web site your customer needs is very small and simple, then you may not require providing the CMS. But nowadays no web site is as small that HTML alone would suffice. Having a CMS is a must in any case, as you are required to write more than a thousand lines of code if you wish to use only HTML. If you're planning to build a web site that is search engine friendly then you may want to go in for a content management system rather than building sites with plain HTML pages.

The above diagram gives you a clear idea about the fact that whenever your client updates his web site he just needs to make the changes at one place in the CMS and these changes get reflected in every page of the web site. He can alter the whole theme of the website instantly without having programming knowledge. You just have to keep clicking and you have

the web page you need. Now take a look at the HTML tags you require in order to get the same effect, a CMS gives you in just a few seconds.

```
<html>
<body>
<p>An image from another folder:</p>
<img  src="/images/chrome.gif"  alt="Google  Chrome"
width="33" height="32" />
<p>An image from W3Schools:</p>
<img  src="http://www.w3schools.com/images/w3schools_
green.jpg" alt="W3Schools.com" width="104" height="142" />
</body>
</html>
```

This is the code for just one image if you want to insert many images, videos and audio, it will be a very tedious work to do.

3.2.2 Which CMS to choose?

Choosing a CMS is an important task. If your client also, like the crowd, opts for PHP and MySQL, and needs great flexibility, then you may want suggest him to go in for a CMS like Drupal or Joomla. You have to recommend the right CMS to your client. Suppose a home maker has opened a her own boutique and wants a website for the same. She has no knowledge of how to design a web page. We recommended her to buy a web hosting with WordPress CMS. Joomla and Drupal are very complicated for beginners.

However we also had these geeky curious students coming upto us. In this case we told them to try out Drupal or Joomla, preferably Drupal. Drupal can host blogs, forums, and a variety of other contents on the website. It is developer friendly, users will find it difficult to use. It is considered to be the best. It is used by some prominent web sites such as YouTube, BBC and MTV. Although it is very complicated and has a tough user interface, it is widely used by most of the popular web sites.

Video heavy sites require a high quality CMS that is stable under heavy load. It needs to be efficient at balancing your client's multimedia content well. Drupal or Joomla fits in this bill perfectly and efficiently. Again, you can suggest using even a basic platform such as WordPress to create a video heavy site by embedding videos from YouTube. You can have a Flash player built in that plays these videos. The advantage is that your client need not bother about using up your server bandwidth or hosting space. The only space he'd use up is that of typing out the URL of the video! Drupal is much more powerful than Joomla. If you're not able to work with either of the two because of the complexity involved, you can try WordPress. Again, WordPress is not the ideal choice for video heavy

sites, but just a way to make do.

Apart from these, there are more than 20 multimedia CMSs for video sites such as Ostube, ClipBucket, ClipShare, VidiScript and ShareMixer.

WordPress is an open source CMC generally used for blogging and publishing your thoughts and ideas. It has a very simple user interface. Sites such as icondock, Nikonfestival, creativeawards and good use WordPress as a CMS. Installing WordPress is easy to use, unlike Joomla that takes a lot of time to install.

Photo heavy sites can make use of a number of CMSs such as gallery2, CMSMS (CMS Made Simple). Even Drupal and Joomla can be used. WordPress also has many plug-ins for photo gallery such as Fotobook, NextGen gallery and Yet another photoblog.

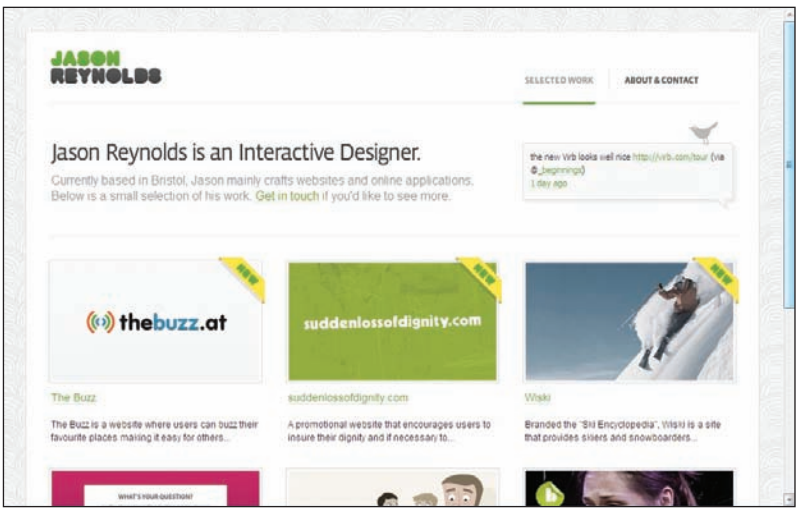
3.2.3 Simple branding site with contact and feedback forms

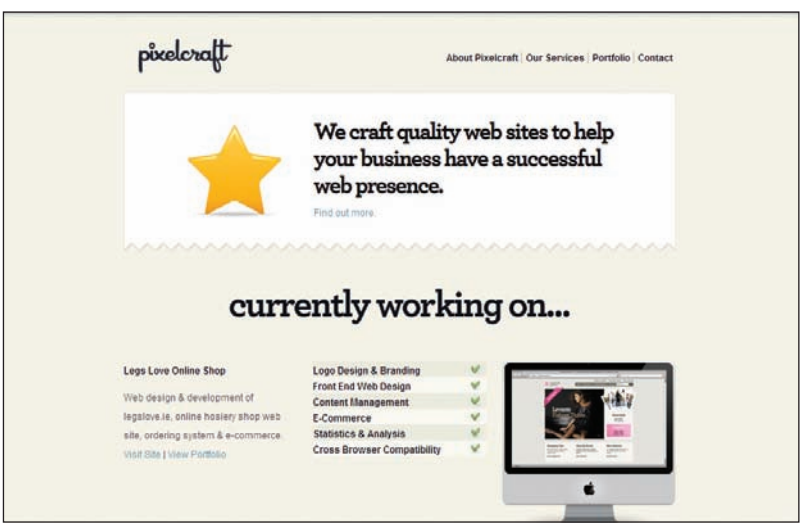
WordPress is considered to be user friendly. Even beginners find it easy to work with WordPress. It is a very simple site CMS mainly used for blogging. It can be used for building companies' official web sites or for feedback forms. However it isn't easy to customise WordPress, it is not developer friendly. But the best part is it is so easy and simple to use that the above flaw can be ignored.

4. Hosting options

The hosting plan you or your client needs, depends on the nature of your client's business. Depending on whether your client is planning a social networking site, a simple static page or a mix of rich multimedia applications including video, the bandwidth requirements would vary significantly. Most service providers charge for factors such as monthly data transfers, the kind of database and server platform you would use. Therefore, choosing the hosting platform for

your need requires a more holistic approach. Similarly, depending on the platform you're using, you're likely to opt for either Windows or Linux hosting. You can safely assume Linux hosting is the best bet, unless you're going to opt for ASP.NET + IIS as your web platform. Thanks to reseller accounts, you'll be able to buy hosting and effectively present





Look at some well designed web sites for inspiration

them as offerings to your clients whenever you want to – yet earning a decent profit.

Do your groundwork

In case, you're undecided yet, take your time and search deeper. Most of the time, being honest with your client will truly win their trust. You need to explain the thought that goes behind powering a web site. Your client may like a particular function in one web site, but the artwork and design in another. One web site may be superior in terms of functionality, while another in terms of its interface. By letting your client know of even more options to think about, they'd value you. Ask them to browse across web sites, especially those web sites they love and feel resembles the functionality they want in their web site.

Try emailing the web masters of these web sites or fill in the "Contact us" form. Most web sites do have one. Ask them about the platform they use, the server and hosting plans they use. More importantly, ask them the problems they face with their hosting provider, the down time, their customer support, etc. You'll suddenly have newer ways to ensure a satisfied customer – every business-person's dream. There are several ways to gauge, alter, combine and arrive at what your client prefers.

After deciding on your web server platform, you can safely strike out one question from the general hosting check list. However, assuming you've opted for either of the two platforms, the admin page of your hosting account is a vital feature that you can't afford to miss. It's a big marketplace out there. Everyone wants to flood you with the latest jargon that seems to contain all the inventions mankind ever considers the best thing after sliced bread. You'll hear terms such as Shell access, SSH, secure access, CGI support, Perl and scripting. What you need to look for, however, is a simple term called cPanel. This will make it easier to control the domains and web sites you will be hosting. cPanel is a widely used term in the web hosting business to indicate a usable admin panel. The term is a shortened variant of control panel. It is a panel that gives you the flexibility to control, administrate and even edit your content at the convenience of a single login.

Don't trust them?

One way you can overcome concerns you have about credibility, trust and the like is by verifying for yourself. There are several factors you must consider before deciding your choice of a reseller service. Although others may give you insightful opinions about each provider, but nonetheless, the decision is yours. And factors affecting your buying decision should be your convenience. Do not blindly opt for a service

Here's how you'd manage your web services business if you were to own a reseller account. Still need an office?

provider based on someone else's opinion. If a hosting provider is truly what it claims to be, it will certainly provide you with a demo account on request. Try out the demo account. Ask for a grace period before which you can give up the plan with a refund if possible. It is better to test the temperature before burning your fingers and dreading fire the rest of your life. Be wise and act beforehand. Test before committing! Once you have access to the demo admin panel, you will be able to test how effective the tools promised are. Try out the formatting of text and also insert images and other media. Check the speed and stability of the system. Your control panel needs to be simple to use, and should not be complicated in any way whatsoever. Check with multiple browsers to see if it is compatible.

During the period you are evaluating the hosting provider, try and ask friends spread across geographies to access the page, so that you can have an unbiased and tested way of ensuring that your guaranteed uptime is, in fact, delivered. Also make sure your friends do try accessing the page regularly so that you know that loading times are reasonable. Unless you are building the the world's most visited web site, we don't think you are in a position to neglect the part! Everyone wants things to happen fast after all. Web surfers in our age simply lack patience. And if you are to stay in this space and business, this is one area you can't afford to neglect.

4.1 How many sites will you host and what bandwidth will you need?

If you have ever used content management systems such as WordPress, you'd notice how they offer multi-site configurations giving you the flexibility to control your domains via a single login. You don't have to worry about remembering additional parameters for each account login. The same holds true for a great hosting plan. If you have to login to a separate account each time you want to modify one of your domains, then you're probably not using the right plan meant for you. However, for a simple, mere web presence intended page it doesn't really matter what the service provider has to offer. A social networking web site does need bandwidth, not because of the number of users out there, but simply because of the kind of content uploaded by the users.

After all, user information that is fed into their profile is plain and simple text. There is no sizeable data that causes any bottleneck. However, consider albums including photos and videos that are uploaded and you suddenly feel the need for more bandwidth. A birthday party, New Year's or a trek to the Himalayas and you suddenly have 135 photos uploaded. With comments and likes and what not. These are bound to eat into the available bandwidth. Such a phenomenon may not be regular. You may not reach fully utilisation everyday, but your website needs to be able to handle the kind of traffic during the peak hours in case you are to sustain the business you intend on running.

Customer demand is increasing, and the same goes for web businesses. As a reseller providing web services, you will have to be equipped and be future-proof.

The number of websites you, as a reseller, will host is like asking a fruit vendor how much will he sell for the day. Although he needs to have all fruits available so that he can serve all customers that approach him, there is no real guarantee if he will be able to make a profit. These days customers expect the local fruit vendor on a cart to have imported apples and grapes! Customer demand is increasing, and the same goes for web businesses. As a reseller providing web services, you will have to be equipped and be future-proof.

There is always a way between theory and practice. All activities and tasks can be quantified in some way or the other, and so can you run algorithms to manage these tasks. For example, what is an ideal site? Loads of content, relevant content, etc? A Google comes in with a literally blank screen suddenly shoving all those theories and formulae down the drains.

Nevertheless, for the purists, we'll chalk out a path. According to some

insiders behind the trade we spoke to, a thumb rule that they follow is as follows: If you're partitioning packages, there is a simple equation that can be used to decide the required bandwidth.

Required bandwidth = number of visits per day x page views per visit x average page size x 30 (days in a month) x buffer.

The number visits per day is also known as average hits per day. You can start with a rough approximation and then calculate the bandwidth you'd need. Again, page views per visit is the average number of pages that viewers access per visit. Another quantity that you need to consider is the average page size. This quantity could vary depending on the number of images and their size and resolution on an average.

Finally, the basic rule of design irrespective of the platform or technology you work on requires you to allow for deviation from ideal cases. There needs to be room to accommodate an increment in the quantum of work. In our case, there needs to be space for unexpected increase in the number of visitors. If you have a web site for a doctor, then during seasons where swine flu is the most talked about subject, the web site should be able to handle the increase in search queries and page views and possibly even be able to handle download if they're available on the web site.

This buffer factor can be anywhere in the range of 1.1 – 3, depending on

the extent of uncertainty. If you allow downloads from your website, you also need to consider factors such as average number of downloads per month, and average file size.

There is a way out. You don't have to get drowned in the complex formulae. Just go full throttle, so you don't have to spend time on calculating these not-so-important figures. Wouldn't you rather focus on your business?

You can do away with all this calculation by simply opting for an unlimited plan that doesn't measure bandwidth and disk space usage. When you have in abundance, you don't bother about water conservation do you? These packages are ideal for small and medium websites with moderate usage. They save you the trouble of worrying about bandwidth and/or any other parameters. So look for reseller plans with unlimited bandwidth. Some web sites could also have a cap on bandwidth. Nevertheless, if the difference in price in marginal, and you can afford just opt for the unlimited plan.

There is significant opportunity out there in tapping the potential in the web hosting market

4.2 Business models and why reseller accounts are important

Reseller accounts are a rather unknown means of earning in India. If you're planning to enter the web business and are stubborn enough to stay, then you should look for reseller accounts. Several hosting providers offer reseller accounts. This way, you not only are free from the burden of tracking your usage, but also can sell the space you have to multiple users and even earn a profit. This, by itself is quite an effective way of earning money.

As far as the business part of it goes, there are two major business models popularly known in the industry - end customer and wholesale. Within the end customer (or retail side), there are again two sub-divisions between those who sell to mass markets or large enterprises. So you can get a reseller account from a company that sells to individuals as you. At the same time, there are web sites who sell to large enterprises.

Most people simply think of creating a page for themselves and that's about it. However there is significant opportunity in tapping the potential in the web hosting market out there. In fact, you could offer hosting services for all you know.

4.2.1 How you can make money with bulk hosting accounts?

When you have finalised a deal to run a web site for your client, the first

step would be to buy a domain. By using reseller accounts, you get better rates as well. Although this may not result in a significant profit by itself, you can be assured of a better offering for your customers, as your rates will be lower than your competition. Finally, when you get a domain that hopefully works towards sparking an interest in your prospective customer, the next obvious purchase your client needs is hosting. This, is profit for you. Because you will not be paying any money whatsoever. It will take you some time to make up the fee you paid your service provider. But once you have cut even and have recovered that money, each client you get contributes towards your profit!

Doesn't that feel much better? Type hosting in a web search and the result are quite interesting. You hear from names in your city that you never thought had the infrastructure to provide web hosting services. 99 per cent uptime guaranteed! Linux hosting, web hosting, etc. Do you really think they have leased lines, dedicated servers? Absolutely not. We've seen some ridiculous ads, and let's not talk about it here.

As several web masters will point out, one of the key costs in maintaining their web site is the hosting account. Also, prices vary from one service provider to another. Some charge for their investments, others inflate prices for greedy profits

As several web masters will point out, one of the key costs in maintaining their web site is the hosting account. Prices vary from seller to seller. Products and plans are pushed in the name of better security, more efficient infrastructure, etc. In fact, most of these are hosted on shared servers. That is to say, at any given point in time, depending on the size of your files on your host server, there are other web sites also that share your content. This way, the web hosting company doesn't have to procure and install dedicated hardware. The benefit is lower hardware and operational costs, and as a result, lower hosting fees. Potential site owners and web masters are aware of this fact. This forms the bulk of your potential client base. You need to be aware of this and price your services accordingly. You need to be competitive in your pricing and offers. Also, you need to have a one-stop shop for web servicing needs so that you are a preferred destination for anyone thinking of starting a web business.

Web masters also don't mind the fact that their web site will share space on a host with other web site, as long as they are charged much lower prices. The fact is they are not hosting mission critical operations such as launching the Chandrayaan into space. “Some” amount of downtime is acceptable, but not at the cost of affecting operations. Despite all its superior architecture and technological advancements, networks

such as that of Google manages to have outages. Therefore, as long as the services are not pathetic, up-times are generally up to the mark for most hosting providers.

Once you have bought the reseller account, you need to promote this service because Google is not going to miraculously find you and call people to inform them of your service. There are tricks of the trade that you need to apply to your business to make it a success. This starts with visibility. Unless your customers know you, how will they do business with you? Google hasn't started a service that gets you clients yet. Who knows, they might in the near future. They have this habit of doing the unthinkable. So we won't be surprised! Till then, you'll have to do the hard work of, working hard. Promote your web site on forums where the decision makers get together. Web master forums, web hosting forums and forums catering to web frameworks and platforms will be the best place to start.

Also, after having bought the reseller account and also got a heavy discount for the amount of space you now own, it just makes sense to use all that saved money into some critical PPC plans. Launch an ad campaign. We knew we wouldn't be too far with something Google. Let AdWords come to your rescue. Even PPC plans from Yahoo! and Bing would be worth exploring. This works by ensuring that people who search for a particular term such as "cheap web hosting services", for example, get your newly launched service showing up in the returned search results. This way, they are aware and it is popularly believed that Google rules the web. If you're not on Google, no one will really bother about you. This holds true, but not entirely. The deciding factor, however, is that what else can you do? If not Google, what else? It turns out, finally, that the smartest way to promote yourself online is follow the largest and most influential force. Today, that happens to be Google.

There are tricks of the trade that you need to apply to your business to make it a success. You need to be wise and proactive while you run your business if you want to earn profits and reap fruits of your hardwork

In effect, a PPC plan will cost you because depending on the keywords you select for your service, you will have to pay a variable amount for each click you receive on the search result. Again, although you would be paying for each click that you receive, those clicks need not necessarily translate to business for you. This could be disheartening, as expectations and emotions do run high, especially after investments have been made in to the service. You need to be reasonable and give it some time. If you notice people coming to your web site and noticing that

you are providing hosting services, clicking on the link but leaving without making a purchase, there's a problem somewhere and you need to investigate – urgently. This is an area of concern that you need to look into. Probably you don't have the right prices, or you're not describing yourself well. People need to be aware of your service, only then will they opt for you as their service provider.

You can ensure you cover your costs as long as you price the packages right. The real problem with bulk hosting lies with inventory management and making money while you have a majority of your stock unused

You can ensure you cover your costs as long as you price the packages right. The real problem with bulk hosting lies with inventory management and making money while you have a majority of your stock unused. Some resellers accounts such as resellerclub offer you a pay-as-you-go model where there is no inventory management and no capital lost in terms of disk space and bandwidth lying idle. With such an account, as a reseller, you only need to worry about marketing. This way your risk is nearly eliminated. More on this later.

4.2.2 Types of accounts available

Overall, there are two kinds of accounts that are available - those who sell

Single click CMS installations on hosting packages are great help

through a reseller chain network, and the other who sell space as affiliates who simply refer customers and resellers to the web services provider. You can have a reseller account of your own, being a first buyer and then in turn sell space to others.

This is more like the outsourcing industry. Work is let off to contractors, then there are sub-contractors and then when there is too much to handle within the given deadline, you have sub-sub-contractors, with a long list.

Once you start looking for a reseller account, you'll realise companies use several methods to push a product down your throat. First, there are web sites that sell reseller accounts with a fixed web space. For example, a 50 GB space with unlimited web sites and email addresses is what one Indian company advertises. Seems reasonable probably. However, if you have 50 GB of space, you could certainly host several web sites on it without any extra effort. Then why pay more for that? A reseller account should, understandably, be unlimited in every area. Be it space, number of databases, number of email addresses whatever. After all, these are psychological figures. Unless you're building the next Google or Facebook almost instantly from scratch, you wouldn't need unlimited everything anyway. Giving it deeper thought, this is obviously a sub-reseller of sorts, who is trying to ensure they have several customers paying them money so that they make up their own investment in the reseller account they have purchased.

Some companies let you build a small brochure online for a minuscule fee. These are ways you can identify other sub-resellers, or affiliates as they're also known. Affiliates are those who use one services and directly or indirectly refer others to use this service

Then there are several site builder configurations that are commonly available. Some companies let you build a small brochure online for a minuscule fee. These are ways you can identify other sub-resellers, or affiliates as they're also known. Affiliates are those who use one services and directly or indirectly refer others to use this service. Similarly, if you want to build a basic web site then you can add several pages with some basic interaction, suitable to most small companies. Then there is a wholly dynamic page with shopping carts that would cost extra. Each function and its implementation would cost you. However what you need to check is whether the pricing is reasonable and justifiable. Some companies charge you because you are unaware. Others, for genuine investment in the infrastructure. Look at the perceived credibility of the company. You'll be able to gather a fair idea by looking at communities and user opinions online. These give you an honest rating of the service provider.

4.3 What to look for in reseller accounts

As we discussed earlier, reseller accounts should not have limits on them. Services should be free to use in anyway possible and sold to as many possible. Similar to conventional hosting plans, with reseller accounts, you should try and get a feel of the admin panel and also find out about the up-time guaranteed by them. You should try contacting customers they claim to have. Everyone likes to boast about their services.

You don't ask an Intel dealer whether Intel is the best processor for you. That's where Agent 001 comes in. If you're new to Digit, then look out for a guying donning a yellow cap guy offering advice in the magazine and you'll know who Agent 001 is!

When it comes to reseller accounts, you need to be careful before arriving on your choice because you could end up paying more in the long term, thereby eating up into your profits. Some factors you should compare are as follows:

4.3.1 Price

It's money that rules every business. As a reseller, you are out there to run a business. While you may be passionate about your work and are excited about it, in the long run you would be calculating the profit you expect to receive. You certainly don't want to ensure a loss in your business. Therefore, one decision to buy a reseller account affects you in the long term because you could end up buying more as your business grows. In fact, as your client base increases, you would be requiring domains as well as other services such as designing if you are not good at designing yourself.

In case you have to hire a designer to prepare the artwork for you, that just robs you of some handsome profit. On the other hand, if there were ready made tools that let you customise or build the web site for you, then you could still run your business probably all by yourself without ever depending on additional resources. At the end of the end, you'd have all the money by yourself. Even functions that are additional and for free such as scripting support, one-click CMS install add to the savings in the long term.

4.3.2 Services and products that allow you to make money

Your business is of no use if your customers can't transact with you. Your customers need to be able to make transactions by way of a shopping cart because that is the eventual goal of every business. Assistance for shopping carts and secure gateways are the basic requirements for a web business. If you are able to provide these services, then you will

be recommended by most of your clients. Payment gateways are priced exorbitantly by some. If your reseller is offering you this service for cheap, opt for it.

4.3.3 Control panels and selling interfaces that make business functions

Again, simplicity is very important. There are complex functions that you can add, but if the process of testing and verifying it becomes complicated and time consuming then, at times, you are better off rather without them. A simple but robust control panel is the ideal scenario. Once you use the demo, get a feel of it. If you don't feel comfortable, look at options from other service providers.

4.3.4 Reliable support

Some resellers offer 24x7 tech support for all your customers. All you need to do is handle the transactions. In fact some may even handle that for you. You get a commission for referring the customer to their network. This helps you when you are unable to decide or if you're troubleshooting.

4.3.5 Regular promotions to push sales

In order to push sales for your business, your clients should know of your special offers. If you're offering special discounts for New Years, your client need to know. For this several resellers offer tools to create quick ads and promotions.

4.3.6 Easy modes to pay the provider

Offers on Domains

The first step in creating your client's web site is booking a domain. First things first. Your client would be equally interested in pricing and so would verify prices across domain registrars. Being able to offer the lowest prices for domains ensure that your client has a leaning towards choosing your service. Finally, you should be able to transact in more ways possible. In India, for instance, net banking is a useful feature, especially in case you don't have a credit card or don't prefer using one. Similarly, getting hold of international transfers can be quite painful and costly too. However, for matters such as these, it is expected you have a credit card that you can use at any moment. Generally, web hosting providers also provide domain registration services and in order to get you latched on to them, pass on the most exciting offers to you. For example, interesting offers on the latest TLDs are always highlighted on most web sites.

The latest one in the offering is the .co domain that is all over the place. We are yet to see sites of significance using these domains! Depending on the name of your client's company or business, you

LEVEL 1 Datacenter Security

Our global datacenter partnerships are a result of a comprehensive Due diligence process. Security and stability are two of the most important variables in our due diligence process. All datacenters are equipped with surveillance cameras, biometric locks, authorization-based access policies, limited datacenter access, security personnel, and similar standard security equipment, processes and operations. What separates us however is the fact that our due diligence process also incorporates a measure of proactiveness demonstrated by the datacenter towards security. This is measured by evaluating past practices, customer case studies, and the amount of time the datacenter dedicates towards security research and study.

LEVEL 2 Network Security

Our global infrastructure deployments incorporate DDOS mitigators, Intrusion Detection systems, and Firewalls both at the edge and the Rack level. Our deployments have weathered frequent hacking and DDOS attempts (sometimes as many as 3 in a single day) without any degradation.

Protection against Distributed Denial-of-Service (DDoS) Attacks

Denial of Service is currently the top source of financial loss due to cybercrime. The goal of a Denial-of-Service attack is to disrupt your business activities by stopping the operation of your web site, email or web applications. This is achieved by attacking the servers or network that host these services and overloading the key resources such as bandwidth, CPU and memory. The typical motives behind such attacks are extortion, bragging rights, political statements, damaging competition etc. Virtually any organization that connects to the Internet is vulnerable to these attacks. The business impact of large sustained DoS attacks is colossal, as it would lead to lost profits, customer dissatisfaction, productivity loss etc due to inavailability or deterioration of service. A DoS attack in most cases would even land you with the largest bandwidth overage invoice that you have ever seen.

Our Distributed Denial-of-Service protection system provides unrivaled protection against DoS and DDoS attacks on your internet-facing infrastructures i.e. your websites, email and mission critical web applications, by using sophisticated state-of-the-art technology which automatically triggers itself as soon as an attack is launched. The DDoS mitigator's filtering system blocks almost all fraudulent traffic and ensures that legitimate traffic is

Be sure you verify how they assure your site's safety

could consider a .co domain. These are suggestions that you need to present in order to give your prospective client a larger bouquet of services. A business that has "company" in its brand would certainly prefer a .co TLD. So an "Ambar & Co." would prefer an ambar.co to an ambar.co.in or ambar.net.in or such TLDs. Choice is something that is possible only with options. You present options, give your client a wider choice and he'll certainly be pleased with you! That's the key to a more rewarding business. Periodically, there are offers on newer TLDs by most service providers.

You will be able to offer such services to your clients only if you receive them, in turn, from your service provider. Now that you know what you need in a web site, you need to ensure that you are able to deliver on all counts. Also, another offer worth mentioning is that during the launch of domains, providers generally offer discounts. During the initial phase, before the domain has received the attention it so desperately desires, domain registrants sometimes offer it for real cheap. So a domain costing Rs.500 in the long run could be yours for Rs.100 or 200 if you got it early.

Free email services

With services such as Google Apps available for free, don't fall for the number of email addresses. Be it 50 or 100. For these numbers, Google Apps offers a much better QoS. Not only do you enjoy Google's uptime, but also superior anti-spam filters and additional functionality such as POP/IMAP configuration and chat capabilities for free. You've read about setting up Google apps for your domain in earlier issues of Digit. In case you want to get a quick hold of how to proceed, we recommend our article in the April 2008 issue of Digit. Here you'll learn to use free and powerful email, chat and online document services over your domain, with highly secure standards. Although this is true for a one time setup, your clients may prefer a more customised, branded email account for themselves. Some may not like the idea of their business email being handled by Google either.

In order to be able to cater to rising customer needs, you need to be equipped with the best possible services available. You need to be able to offer a literal guarantee on your uptime and the uptime for your client's web site, as well as give them the assurance of protection from cyber attacks

Security

Security is a primary concern among those that start new web sites and services. In fact, your clients would also be increasingly seeking advice on the best practices in the industry. You'll be surprised at the increasing awareness these days. In order to be able to cater to rising customer needs, you need to be equipped with the best possible services available. You need to be able to offer a literal guarantee on your uptime and the uptime for your client's web site, as well as give them the assurance of protection from cyber attacks. You won't be able to do so if you don't get a sense of assurance from your own service provider.

Bandwidth available

Most reseller accounts would give you unlimited bandwidth. Be careful while evaluating the service provider you would choose. For example, one web site offers a reseller account with a 50 GB space limit. You may not notice a difference, but as you client list grows and each of them begins to upload rich multimedia content, you will begin to feel the pinch.

By opting for an unlimited space, unlimited bandwidth option in the beginning itself, you are ensuring that you're future-proof. Prominent players such as GoDaddy and Resellerclub, for example, offer reseller accounts with no cap whatsoever.

SQL databases

Kirti Singh with his team

Practically, for small web sites, it doesn't matter whether they share a database or are on a different database. When web sites share a database, they are on different tables. While some reseller accounts would provide you with a cap on the available space, others are unlimited in all ways. Even if you have a basic hosting account that lets you sell hosting space, you can still manage multiple websites on a single MySQL database by naming tables accordingly. You can do this by sharing different tables with different names. For example, you can host your friend's pet web site in the tables with prefix pet_ and for your florist you can add florist_. Although these would result in longer names, does it really matter? After all you won't be typing them on a day to day basis anyway! After all, if you have to sit and access your database everyday for troubleshooting, then that doesn't pay to tell something is wrong somewhere. Either with your decision on the hosting provider, or your CMS. First things first, you just need to change the service or upgrade your skills. If your business, which in most cases will be, more priority, then changing the service/service provider just seems to be the obvious choice.

Services and features

There are additional services and features that are often neglected that you should consider. In moments of emergencies, you would want absolutely all the access to help you could ever think of, even if you don't use it. The very fact that you have additional channels to access for help is assuring and awarding by itself. We spoke to Kirti Singh, Manager (Technical), Pack Web Hosting (**www.packwebhosting.com**). Pack is a ResellerClub affiliate.

When asked why they chose ResellerClub, Singh replies, "Apart from the great synergy between us, it's preferable to deal with a company based nearby with the same timezone and currency."

Q. When did you enter the Web Services Industry and where do see your business going?

A. We entered the Web Services Industry in 2001. Initially, we used to provide Development Services and Domains/Hosting as an add-on service. Through the course of time, we realized that there was strong demand for plain vanilla Domain Name and Hosting solutions, and being pure standalone Products, we were able to position them better in the market. In 2002, we started dealing with ResellerClub for Domain Names. At this moment, our Products suite comprises of domain names, Linux and Windows hosting, Email hosting, digital certificates, payment gateway services, SMS Gateway Solutions and CMS/e-commerce based web development solutions. In the future, we see strong demand for Digital Certificates and VPS Solutions apart from the ever increasing market for Domain Names and Hosting Products. The primary reasons for this are – more awareness amongst people, need in the market and manifold increase in 2nd time buyers of Web Services.

We give full control of Domain Names to our Customers and we have never tried to throw any cages on our Customers' Products. We have realized that more the freedom you provide, the more likely the Customer is to retain our services

Q. Could you tell us some interesting stories or anecdotes about your company?

A Well, at times we have been asked by Customers as to how we are able to sell so cheap and provide quality services. And do we make any money at all :)

Q. What do you believe is your secret to success and why do customers prefer Pack Web Hosting?

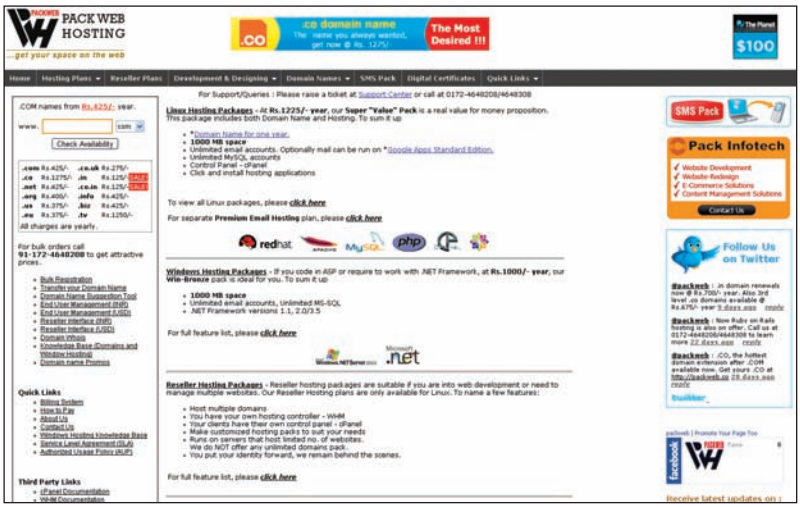
A. To put it point-wise:

We have tried to remain as competitive as we can.

- Have ensured transparency in Customer dealings. We tell our Customers that we deal with ResellerClub and we are their Resellers.
- We give full control of Domain Names to our Customers and we have never tried to throw any cages on our Customers' Products. We have realized that more the freedom you provide, the more likely the Customer is to retain our services.
- We provide quality Hosting Services with the highest possible support levels.

Q. Tell us a little about doing business in Chandigarh? What are the most unique aspects of the market?

A. Fortunately for us, Chandigarh is situated at a strategic location where



Pack web hosting has built a business as an affiliate of ResellerClub

it can serve the markets of Punjab, Haryana, Himachal Pradesh and Jammu & Kashmir. Also, it has now become a mini hub of Outsourcing activity in North India. Apart from that, better Internet access has helped us in expanding our market.

Q. Is there any advice that you'd like to give others that are still learning the ropes in the industry?

A. Our advice is – be honest, competitive, give a value for money proposition.

Q. You have been with ResellerClub since 2002. What do you think has changed over the years?

A. For better, nothing much has changed. Dealing with them has mostly been an easy experience. Over the years, as we have grown, the assigned Account Managers have been very helpful.

Q. How has having ResellerClub as a partner helped your business?

A. A Lot! We could not have asked for a better partner than Resellerclub. Since we are based in India and they have offices in India as well, we have been able to get in touch with them for all kinds of issues within our office working hours. Also, since they use Indian banking, remittance of funds to their account has never been a problem. One of

the best things about ResellerClub is their Control Panel. We sincerely believe that it is the best in the Domain Industry. d

5. Reseller Hosting

HostGator

Website: www.hostgator.com
Alexa Traffic Rank: 369

Unlimited offers on : Domains, Sub-Domains, Email Acocunts, MySQL Databases, cPanels, FTP Acocunts. Domain name registration while selecting a plan costs $15 for .com TLD.

Aluminum plan is for the beginner reseller whereas if you already

Hostgator has some good plans you would be interested in

Plans				
Name of the plan	**Disk Space (in GB)**	**Bandwidth (in GB)**	**Domains**	**Price (in $) per month**
Aluminum	50	500	Unlimited	24.95
Copper	80	700	Unlimited	34.95
Silver	120	1000	Unlimited	49.95
Gold	160	1200	Unlimited	74.95
Platinum	200	1400	Unlimited	99.95

have a client base it will make more sense to go for the Copper plan. Gold and Platinum plan makes sense for the professional resellers who need access to a lot of server resources.

HostGator is a big name in web hosting services and reseller hostings. As can be seen from the above plans it offers a wide variety of options based on your use case. They offer you a Web Host Manager (WHM) which allows you to create multiple single site web hosting accounts. After filling up few lines of information and clicking 'Create', the new

hosting account is set up instantly and ready to be used with its own control panel (cPanel). Customers will get their own user control panels (cPanel) which will allow them to create and modify their websites, control sub domains, emails, passwords, install scripts etc without the active need of the reseller.

From most of the online feedback about this service provider one thing that remained common was HostGator's very helpful customer service. There is a 24/7/365 support in the form of live chat, phone support or the good old electronic mail ticketing system

Cpanel is one of the better control panels in the industry and it allows the end user to install dozens of scripts. He package from HostGator also includes Fantastico which helps you with auto-installation.
It supports a variety of programming languages like PHP5, Ruby on Rails, Perl, Python, CGI etc.

Scripts supported by Fantastico :

- **Blogs:** b2, b2evolution, Nucleus, pMachine Free, WordPress
- **Portals/CMS:** Drupal, Geeklog, PHP-Nuke, phpWebSite, Post-Nuke, Siteframe, Xoops
- **Customer Support:** Crafty Syntax Live Help, Help Center Live, osTicket, PHP Support Tickets, Support Logic Helpdesk, Support Services Manager
- **Discussion Boards:** Invision Board, phpBB2, YaBBSE
- **E-Commerce:** CubeCart, OS Commerce
- **FAQ:** FAQMasterFlex
- **Image Galleries:** 4images Gallery, Coppermine Photo Gallery, Gallery
- **Mailing List:** PHPlist
- **Project Management:** PHProjekt, dotProject
- WIKI: PhpWiki, TikiWiki
- **Other Scripts:** Noah's Classifieds, phpAdsNew, PHPauction, phpFormGenerator, phpLinks, WebCalendar

From most of the online feedback about this service provider one thing that remained common was HostGator's very helpful customer service. There is a 24/7/365 support in the form of live chat, phone support or the good old electronic mail ticketing system.

User friendliness

The webpage of the HostGator reseller web hosting plans is really staightforward. A slider gives you the main features associated with

each plan which is a welcome change from the tabular arrangement of plans that we are used to seeing. Main features are further explained in detail alongwith demos in necessary places.

Payment Method: Credit cards, PayPal

Wild West Domains

Website: www.wildwestdomains.com

Alexa Traffic Rank: 112

Wild West Domains is a sister concern of GoDaddy.com, a big name in the web hosting business. The plans offered by WWD come in three

Compare Plans | FREE with every plan | Wild West vs. The Rest** | FAQs | Support

	WWD Pro[1]	eNom	ResellerClub
Price / Initial Funding	Rs9,301.86/yr	Rs9,069.76 Initial Funding	Rs9,255.81 Initial Funding
COM	Rs362.79	Rs462.79	Rs418.13
NET	Rs301.86	Rs462.79	Rs418.13
ORG	Rs339.06	Rs462.79	Rs418.13
BIZ	Rs325.11	Rs462.79	Rs464.65
NAME	Rs348.37	Rs462.79	Rs464.65
INFO	Rs348.37	Rs462.79	Rs464.65
MOBI	Rs557.67	Rs813.95	Rs929.76
TV	Rs1,162.32	Rs1,858.13	Rs1,394.88
ME	Rs790.23	N/A	Rs2,325.11
Private registration	Rs232.55	Rs279.06	free
Hosting	Rs146.51	Rs372.09	Rs185.58
Email	Rs348.37	Rs462.79	Rs36.74
SSL	Rs1,046.51	Rs695.34	Rs2,279.06
Web site builder	Rs172.09	Rs132.55	Rs46.04
Custom Web Site Design	Rs2,069.30	N/A	N/A
Custom Logo Design	Rs22,093.02	N/A	N/A
Features			
Multi-Currency	yes	no	yes
Turnkey Web Site	yes	yes	yes
Credit Card Processing	yes	yes	no
Customer Support	yes	no	no
Marketing Tools			
Email Marketing (in-house or do-it-yourself)	yes	no	yes
Source Codes	yes	no	no
Marketing Advice	yes	no	no
Ad Conversion Tracking	yes	no	no
Complete Traffic Analysis	yes	yes	yes
Special Promotions	yes	yes	yes
"On Sale" Tools	yes	no	no
Affiliate Program Tool	yes	no	no
Link To Us Tool	yes	no	no
Free Software	yes	no	no
Reseller Forum	yes	no	yes
PPC Revenue Sharing	yes	no	no

** Plan features and pricing as of 8/21/2009

Comparison of Wild West Domains with eNom and Reseller Club

flavours viz : Basic reseller, Pro reseller and the Super seller. The disk space and bandwidth offered on each of these plans is not mentioned anywhere on the website, so we are assuming it is unlimited. It offers Turnkey resller plans as well as API reseller plans.

Custom website desigining and custom logo design can be availed for a price of $44.49 and $475 respectively.

Its a very user unfriendly site as apart from the cost of the plans there is no clear cut explanation as to what options are available with each plan. Also once you decide on a plan and add it to the cart, there are countless other things or offers on the page which completely overwhelms a user (specially a new comer)

Each plan comes with a rang of free options for instance having your own reseller website up and running within minutes of registration, including shopping cart and credit card processing functions. Your customers can avail the 24/7 help for any sort of issues. Resellers also get a site analyics tool free which can give important real-time site statistics. Also with each plan you get some free Google AdWord credit.

As compared to other sites, the domain names registration in WWD is much cheaper at $7.80 for a .com TLD.

User friendliness : Its a very user unfriendly site as apart from the cost of the plans there is no clear cut explanation as to what options are available with each plan. For instance we trying to search for the disk space and bandwidth that would accompany each plan but came across none. Also once you decide on a plan and add it to the cart, there are countless other things or offers on the page which completely overwhelms a user (specially a new comer).

Customer Service: While the online help offered got a thumbs up, some resellers were had some issues like if a domain was at a WWD reseller, you couldn't push to another Godaddy, and could get stuck with a higher priced renewal at some reseller sites.

Payment Options: PayPal, Credit cards

Plans :

Name	Price (in $)	Google AdWord Credit (in $)	Free Bonus and Extra softwares worth (in $)
Basic Reseller	99.99 / year	75	480
Pro Reseller	199.99 / year	100	505
Super Reseller	299.99 / year	125	530

Customize Your Order

The savings don't stop! Whether you're new to the 'Net or a seasoned expert, we've got the products and services you need to make the most of your presence on the Web.

Super Reseller — Create revenue selling Basic & Pro Reseller — Help Me Choose

- Enjoy all the features, options and advantages of Basic and Pro Reseller.
- PLUS, sell Basic and Pro Reseller plans earning revenue from their sales.
- Includes a dedicated, customizable Super Reseller storefront.

Plans from Rs13,953.02/yr

Add Super Reseller Instead Just Rs13,953.02/yr — Select Plan Length: 2 years

Buy and sell domain names at Go Daddy Auctions® — Help Me Choose

- Want a domain name today? Choose from over 2 million names.
- Click 'Buy Now', place your bid or make an offer on a domain name.
- Put your domain up on the auction block and earn money from that domain.
- Unlimited FREE basic listings, low commission fees, escrow services and more.

Plans from Rs232.09/yr

Become a Go Daddy Auctions® member Just Rs232.09/year

Learn the instant the Domain Name you want becomes available. — Help Me Choose

- Monitor, backorder and buy expiring domains.
- Register names the minute they become available.
- Includes domain registration and ICANN fee.

Plans from Rs976.27 each

Add DomainAlert® — Select Plan: DomainAlert Pro/Backordering Just Rs976.27 each

Select Quantity: 1 plan

Bob Parsons® 16 Rules Poster — Available NOW! — Help Me Choose

- Your reminder to "Get and stay out of your comfort zone" and much more!
- High quality, laminated finish with three sizes to choose from.
- Each rule helped lay the foundation for Bob's success - and now they can become a regular reminder in your life.

Posters from Rs325.11

Add Bob's "16 Rules" Poster
Free shipping and handling
Allow 2-4 weeks for your poster to arrive.

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The cluttered shopping cart of Wild West Domains

JustHost

Website: www.justhost.com
Alexa Traffic Rank: 2,263

Just like HostGator, JustHost too has well defined reseller plans. It starts from as low as $20 a month to $90 a month for the Platinum plan. It makes sense for a beginner to start small and later on upgrade to the Platinum plans when he has establised himself as a reseller. Also on offer is the cPanel control panel, free domain for life, a website builder and templates. The automated billing system is offered for free. Domain name registration is free with each plan.

Your customers also get their very own cPanel to control their website along with website statistics like AWStats, Webalizer, Referrer

Check prices and compare before opting for a service. Your business will depend on this vital choice

Plans				
Plans	**Bronze**	**Silver**	**Gold**	**Platinum**
Disk Space	75 GB	100 GB	150 GB	Unlimited
Bandwidth	600 GB	800 GB	1250 GB	Unlimited
Domains Hosted	Unlimited	Unlimited	Unlimited	Unlimited
Monthly Price	$19.95	$24.95	$49.95	$89.95

among others. Fantastico as discussed above is also freely offered. There is a free demo of WHMCS which is a billing and client management system where you can login as a client or the admin to have a feel of its user interface.

Features offered by JustHost

One clincher for this site is its Anytime money back guarantee, something which may seem too good to be true for disgruntled users. But the website advertises it under the guarantees tab.

User Friendliness: The website is somewhat reminiscent of Hostgator in terms of its plans layout. It is quite user friendly in the sense that you know for sure what your package includes. Also the payment page does not offer any unwanted 'plans' to save money. It is a clean straightforward registration.

The website is somewhat reminiscent of Hostgator in terms of its plans layout. It is quite user friendly in the sense that you know for sure what your package includes. Also the payment page does not offer any unwanted 'plans' to save money. It is a clean straightforward registration

The features tab gives an interesting lowdown on all the various kinds of features on offer under the e-commerce, CMS, multimedia, technology, site promotion and other such parameters.

Payment Methods: PayPal, Credit card.

Reseller Club

Website: www.resellerclub.com

Alexa Traffic Rank: 2,793

This reseller host is completely different as far as the pricing is concerned. You have to deposit $199 as an initial minimum deposit.

There are some advantages with ResellerClub, but comparing always gives you a sense of assurance

Later on you can select whichever slab you want based on the number of clients or business you can get. The unlimited web and email hosting option seems very attractive for all sorts of users. As can be seen as you increase your slab price, you get domains at comparitively cheaper prices.

Plans				
Services	**Base slab**	**Slab 1**	**Slab 2**	**Slab 3**
Usable deposit	$199.00	$499.00	$1,499.00	$2,999.00
Unlimited Web Hosting	$2.49	$2.49	$2.49	$2.49
Unlimited Email Hosting	$0.35	$0.35	$0.35	$0.35
Domain names (.com)	$9.99	$9.39	$8.89	$8.39

In case you do not have funds in your Reseller Account, and your Customer places an order, the order will be under 'Pending Execution' status. The order will be executed once you add the required amount of Funds

Each slab comes with a range of digital certificates which a reseller

Compare us »

	ResellerClub	Tucows/ OpenSRS	Enom
Account Set Up			
One-time Set Up Fee	None	$95	Starts from $195
Annual Fee	None	None	None
Usable Initial Deposit	As low as $199	None	Minimum $1495
Products			
Selling Interfaces			
Free eCommerce Websites	✔	✔	$99 per year
Fully Customizable	✔	✘	✔
Multiple Language Support	✔	✘	$99 for each language
Control Panels & Management Interfaces			
Brandable Control Panels for Customers	✔	✘	✘
Pre-created Sales & Marketing Materials	✔	✔	✘
Automated Billing & Invoicing	Fully automated @ no extra cost	None	$0.95 per credit transaction
Languages Supported	16	English Only	3

Signup Now

Comparison of Reseller Club with OpenSRS and eNom

does not have to mandatorily buy, but he/she can resell them. Although the website advertises that it supports 16 languages, it needs to be known that support for Indian languages is still not present.

Website builder package is available at a nominal pricing based on the the number of web pages you are looking at. This package includes a host of options in terms of content management features, website marketing features as well as e-commerce features if you have want to build an ecommerce site.

In case you do not have funds in your Reseller Account, and your Customer places an order, the order will be under 'Pending Execution' status. The order will be executed once you add the required amount of funds

As this is a white labeled registration every single interface that you can provide to your customers is completely brandable such that your customers or sub resellers never know that Reseller Club is the service provider.

The live chat is of great help and we chatted with a ResellerClub exective for a good 20 minutes clearing all the nagging doubts we may have had. Help was prompt and relevant.

Another good aspect is a 30-day money back guarantee without any questions. Your account is activated within four hours of your having made a payment with a verified Paypal account.

User Friendliness: The site is very user friendly and easy to navigate through. The services and plans are all arranged in horizontal tabs. The features tab gives complete information on things like the architechture, Supersite, partner site, control panel etc. It is quite informative along with the screen shots.

Mocha Host

Website: www.mochahost.com
Alexa Traffic Rank: 13,998

Yet another reseller provider

Windows Reseller Plans						
Name of the Plan	**Mocha2**	**Espresso**	**Latte**	**Americano**	**Cappucino**	**Macchiato**
Price (in USD)	11.63	16.63	24.96	25.79	34.13	50.79
Bandwidth	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Disk Space	25 GB	35 GB	55 GB	60 GB	80 GB	100 GB
Website Builder	Free	Free	Free	Free	Free	Free

Linux Reseller Plans			
Name of the Plan	Mocha2	Espresso	Latte
Price (in USD)	9.97	Free for 1st month then 19.95	21.2
Bandwidth	Unlimited	Unlimited	Unlimited
Disk Space	25 GB	35 GB	55 GB
MySQL Database support	Unlimited	Unlimited	Unlimited

As can be seen this website offers a range of plans across platforms. Apart from the pricing and disk space offered, the other features are more or less the same across all plans. Linux reseller plans are available of Shared servers, virtual private servers (price ranging from $49.95 to $74.95) and dedicated clouds (prices ranging from $84.95 to $294.95) All prices are based on a monthly basis.

Both the Linux and Windows reseller hosting plans come with a battery of free tools. 61 in case of Windows and 122 in case of Linux. Some of the free tools offered on both the platforms have ben enlisted below:

Blogs:
Wordpress, b2evolution, Serendipity, Geeklog, Nucleus, movabletype, BlogEngine.NET

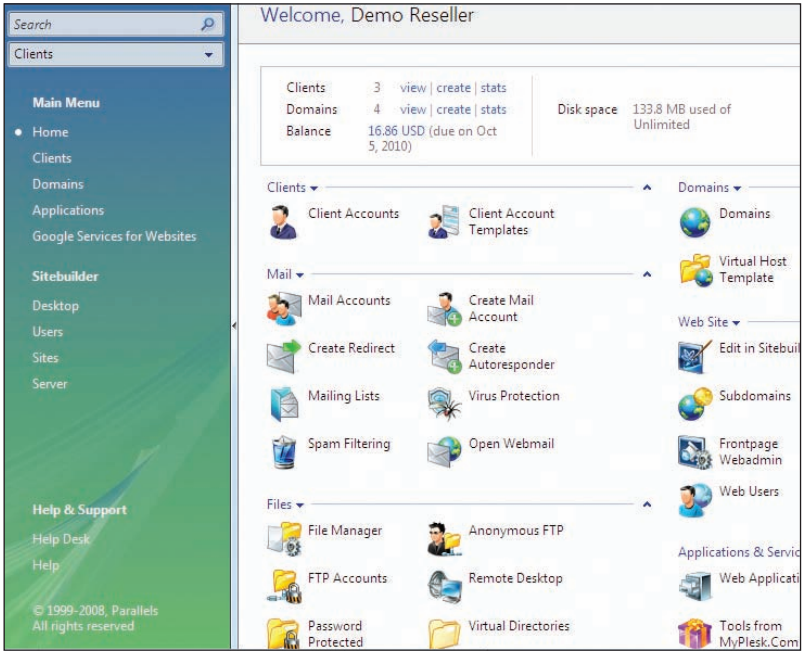
Portals / Content management System (CMS):
Joomla, Drupal, Mambo, PHP-Nuke, TYPO3, XOOPS

Message Board / Forum:
phpBB2, SMF

Image Galleries:
Coppermine, Gallery, 4ImagesGallery

E-Commerce:
Zencart, osCommerce, Magento, CubeCart

Wiki:



Control Panel demo in Mochahost

MediaWiki, Phpwiki, Tiki Wiki

Ad-managment:
Noah's classifieds, OpenX

Polls:
Advanced Poll

Emails:
phpList

Project management:
dotproject, phProjekt, Mantis, SugarCRM

Customer Support:
Crafty Syntax, osTicket, PHP Support tickets

Others:

phpCOIN, Open-Realty, Moodle

The service provider also supports a range of programming languages like Python, PHP, Perl, FrontPage Server Extensions, Ruby on Rails, ASP.net.

SiteBuilder kit is offered free with all the plans and it is an easy way to use web-based tools which are easy to grasp by those who have no previous website development experience as well as the more advanced web designers and developers. There is a 5 step wizard that guides you to creating, managing and publishing your own website without any HTML skills required in as little as 15 minutes promises the site.

It also offers a 30-day money back guarantee and a 180-day risk free option which allows you to cancel your account regardless of commitment and refund all unused hosting fees. The money back schemes are not available for SSL certificates and domain names but you can continue to use them with another web hosting service.

User Friendliness:

The website is quite user friendly in the sense that the detailing related to each plan is well laid out. The naming of plans after coffee types is an interesting touch and my help in easy recall for some. The home page has a brief overview of all the economy plans which gives you a quick glance of the services offered. d

6. Marketing your services

Okay, so now that you've gone and got yourself a reseller's account, how do you popularise yourself and get clients? You need to let the world know that you exist. Only when people know what you have to offer will they come to you for their needs. Be it web space or hosting, domain name registration, web development, or even SEO. In the beginning you will obviously not be the most popular web services firm out there. Google will not list you in the

first few results whenever someone searches for web hosting or domain name registration in India. But the idea is to eventually get there. In the beginning referrals is the only way to go. But where do your potential clients come to? That's your website.

6.1 What goes into a good reseller website?

Most providers who offer reseller accounts like resellerclub or godaddy will give you a template to set up your own website. You can replace the default colour scheemes with your own. You can even put in your logo and make other custom changes. The advantage is that you get certain features by default such as the relevant buttons and links. For example a

Check domain box

domain lookup feature is provided in the template.

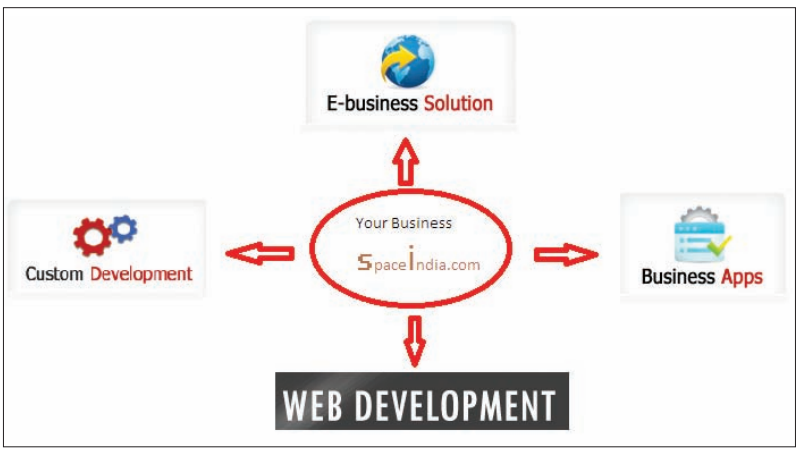
The template also comes with certain other features such as the various control panels that are supported and their tutorials. There are certain elements that are necessary for your website to be more attractive and user friendly to your clients. Potential clients need to be able to contact you in more than one way. You as a service provider should be approachable, not only by say email or phone but other methods as well. Most reseller websites have a contact us type of feature to request for a

Live chat offered by certain resellers

quote. This is also accompanied by a live chat window. Templates may come with this as well if not it is not very difficult to set up. The live chat feature offers a sense of trust and if possible you should have it as well. A good way would be to have potential clients connect with you on the Jabber network. This way they can add you even on Gtalk, which used the jabber network.

6.2 Set up a web site that explains who you are

Resellers certainly exist a dime a dozen. Hence putting across your value proposition to your client is of the utmost importance. So far we have learnt how to tweak the default template offered by the hosting service provider to stand out. Yet being just a domain name / space reseller is not going to cut it. You need to provide a more comprehensive offering complete with web designing, web development, search engine optimisation, logo design and maybe even e-commerce solutions. If you're intending to offer only space and domain services then you need to undercut others on price purely. Your prices and other services should



Business offerings

be prominently displayed on your website. You can use web2.0 styling elements such as chunky blocks, big numbers and tag clouds to represent your offering.

You're website needs to mainly be suited to capture the attention of two distinct type of clients. One is first time webmasters, setting up their first site and even established webmasters who are aware of hosting solutions and things such as control panels etc. The latter kind will be

Offers at empirehostings

more interested in looking at prices and analyse your offering on that front. The former will look at some of the ancillary services that your website offers such as web design and development. For them the idea is to make them feel that yours is a one stop shop for all their needs. Another important need of the hour is to highlight at least one offering that will help you stand out from the others. What is that one thing that helps differentiate you from others? Perhaps it could be a local touch. For instance you could have two separate catchment sites for your service. One can be the main website such as say spaceindia.com (just an example) while the other could be a local website that could only service local business such as kanpurhosting.com (again just an example). Take the case of empirehosting.com a simple entrepreneur who has started a reseller business. He has come up with innovative packages and names for the packages. He calls his basic package Hatchling, followed by Baby, Warrior and Legendary.

This kind of innovative naming and positioning can help you go a long way.

6.3 Using and displaying references

When you start off as we said, your site will not be the most Google

friendly site around. The way you will get more and more business is by referrals. You need to go out locally and spot local businesses that are in need of a website or hosting solutions. Take along a small printed presentation which will showcase what you can do for the client. If you've been scouting around beforehand you can even customise these solutions to the particular client. For example let's take the case of say a local dentist. A dentist may require a web presence for practical purposes or even merely for bragging rights of having a website. For practical purposes it may be to display the clinic timings, services offered by the dentist such as root canals, teeth polishing, braces, etc. and other services. The website could also be designed in such a way that the dentist's clients can look at the schedule and book a slot / appointment online. This would be of great service to the local

1 Career Elevators Pvt Ltd

Client: Career Elevators Pvt Ltd
Location: Chennai, India.

2 F1 Global Systems

Client: F1 Global Systems
Location: Centreville, virginia, USA

3 Naturo Flaouvers

Client: Naturo Flaouvers
Location: Chennai, India.

4 Pancha Anjeneyar Temple

Client: Panja Muga Anjeneyar Temple
Location: Chennai, India.

5 Priyadharshini College

Client: Priyadharshini Engineering College
Location: Vellore, India.

6 Viskha Steel Gears

Client: Visakha Steel Gears Pvt Ltd.,
Location: Centreville, virginia, USA

7 Communication Valley

8 Creative Engineers

9 Hot Chilli India

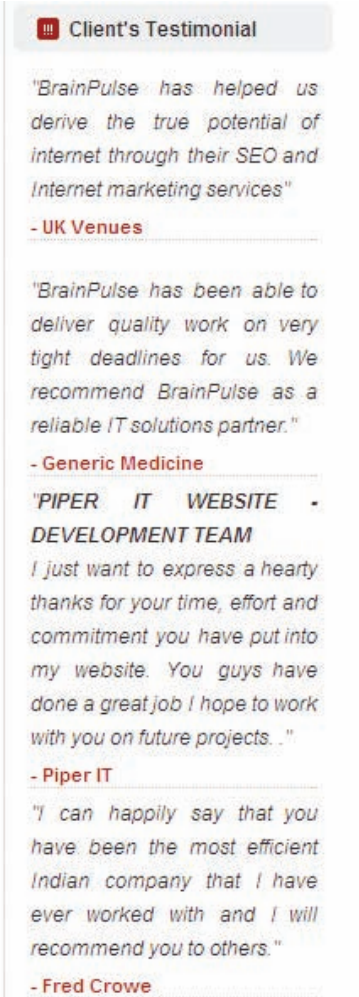
A typical portfolio display

community and even to the dentist. Your task would be identifying such needs. Once you get a few jobs to create websites or simply host a website or register a domain name, you can build further references. Some business owners may not need full web development and may only need email solutions. They may want a name@businessname.com type of email address for themselves. In which case this is a service you can provide. You can have a monitory as well as reference arrangement with your clients. For instance, if the client can refer 10 other customers to you, he will get a discount of 20 per cent. This way you get access to more customers and an opportunity for more jobs.

Now that you know how to get references, the next step is to display the references prominently on your website.

6.3.1 Using a portfolio

A portfolio is where you can display some of your previous work prominently. If you have some web development skill and have made websites for some of your clients, you can show small thumbnails of those websites with links to the actual websites. This acts as a client list and inculcates a sense of trust in the minds of potential clients. Anyone who comes on to your website feels that you have done a lot of prior work and therefor is more willing to pay you additional money for getting their own job done. If some of your sites have won awards, you can put that up as well. If you are a SEO expert then you can give the page rank of some of the websites for which you have done SEO.



Typical client testimonials

6.3.2 Using testimonials

Whatever few clients you get, you should make it a point to ask them for testimonials. Testimonials are a form of accreditation that your clients give you for doing a good job. In fact, right from the start you can make your clients agree to give you a testimonial for a job well done. This way you get recognition in the industry and future clients see you as a trust worthy business.

Testimonials can also be in the form of achievements. For example you can display a star or blurb somewhere on your home page that proudly denotes "3000 plus domains registered so far" etc.

6.4 Tips for presenting your offer

What you have to offer should be clearly presented on your website. It should be done in a non-ambiguous manner. Clearly list out each and

LINUX HOSTING BUSINESS PLANS

Features	Bronze	Silver	Gold	Platinum
Disk Space	1 GB	5 GB	15 GB	Unlimited
Bandwidth/mo	Unlimited	Unlimited	Unlimited	Unlimited
Domain Hosting	1	2	5	10
Sub Domains	Unlimited	Unlimited	Unlimited	Unlimited
MySQl Databases	2	Unlimited	Unlimited	Unlimited
FTP Accounts	Unlimited	Unlimited	Unlimited	Unlimited
Email Accounts	50	100	200	Unlimited
Price / Year	INR 899	INR 1999	INR 3999	INR 8500
	Buy Now	Buy Now	Buy Now	Buy Now

Hosting plans chart

every minute thing you can offer. Be it search engine optimisation, online marketing though social media, and your core business, which is domain name registration and web hosting. Give a little thought to your pricing policy according to the needs of your customers. Make distinct packages for everyone. So for example if you charge Rs. 400 for a .com and .in domain registration it should be clearly mentioned. In fact use tables wherever necessary to denote different packages. Here is an example of a typical offer table.

Another way is to come up with innovative names that are better than simply calling it gold platinum and silver plans.

6.5 Online marketing

Online marketing through Social Media channels or Search Engines is a way to drive visitors to your website. Online marketing will go a long way to stimulate traffic to your website. For search engine marketing your preferred goal should be to rank high for keywords relevant to your website. These should be in organic or natural searches as opposed to paid advertisements – because let's face it at the start of your business you're not going to invest in Google Adwords. Search engines use something known as crawlers to index content. Now your job is to make sure that these crawlers get to know exactly what your website is about. One of the oldest tricks in the book is to have a very descriptive or keyword rich page title. You need to place this description in the <HEAD></HEAD> tags, in this format: <TITLE>Best, cheap, web hosting, web development design solutions India</TITLE>. This same title will appear as the window / tab heading in any browser.

Domain Pricing

TLD	Min. Years	Register
.com	1	Rs.490.00 INR
.net	1	Rs.490.00 INR
.org	1	Rs.490.00 INR
.co.in	1	Rs.450.00 INR
.in	1	Rs.300.00 INR
.info	1	Rs.450.00 INR
.biz	1	Rs.450.00 INR
.us	1	Rs.450.00 INR
.co.uk	2	Rs.1010.00 INR
.mobi	1	Rs.905.00 INR
.net.in	1	Rs.450.00 INR
.ws	1	Rs.550.00 INR

A typical chart showing domain pricing

One of the important things to remember is the concept of keyword prominence – or the practice of using words that people are most likely to search appear first in the title. This title will also be the blue hyperlinked text on the search engine results page. So choose wisely. The text or description that appears below the hyperlink is from the description Meta Tag. You need to write one for your website as well. The <Meta> tag also needs to be put between the <Head> tags.

Search engine marketing

The general norm for the length of this description is 250 characters, but Google will just about display the first 100. Still, the rest of the characters are indexed none the less. Here's an example of a Description Meta tag that you can use for your own website: <META NAME="DESCRIPTION" CONTENT="Best website for cheap domain registration and best prices for web hosting plans in India. Full web development and web designing services offered">. These two techniques of using a title tag properly and Meta description tag will help you get started in the slightly complex world of search engine optimisation.

Yet there are other things that you can do. Search engines consider words appearing in the Header tags <H1>, <H2>, etc. to be important as far as the description of the page is concerned. Search engines usually don't respond well to CSS to figure out which are the important keywords. Hence it's important to use these good old tags for better optimisation.

6.5.1 Other Search Engine Marketing tips

It's all about keywords, keywords and more accurate keywords. You need to come up with a list of keywords such as "web hosting, domain registration, cheap, affordable, reliable etc. etc." and use them appropriately. Some of the other tricks of the trade include positioning these keywords in the first paragraph of your page. Google's image search is also a good way to land visitors to your site. If you've used images in abundance, you might want to use descriptive keywords in the ALT attribute of image tags. That's the text that you see when you hover your mouse over images for a certain time. Hyperlinking keywords is also important. Plus the pages that the hyperlinks point to should be named appropriately. For instance the page showing your various offers and prices could be named web_hosting_pricing_details.htm. This way search engines know exactly what can be found on that page. Your websites sitemap and navigation system should be friendly to search engines. While JavaScript and Flash navigation menus look attractive, they don't play nice with search engines. To counter this, what you need to do is put in regular HTML links at the bottom of the page. This ensures that hyperlinks exists that take a

Check out Google Webmaster Central

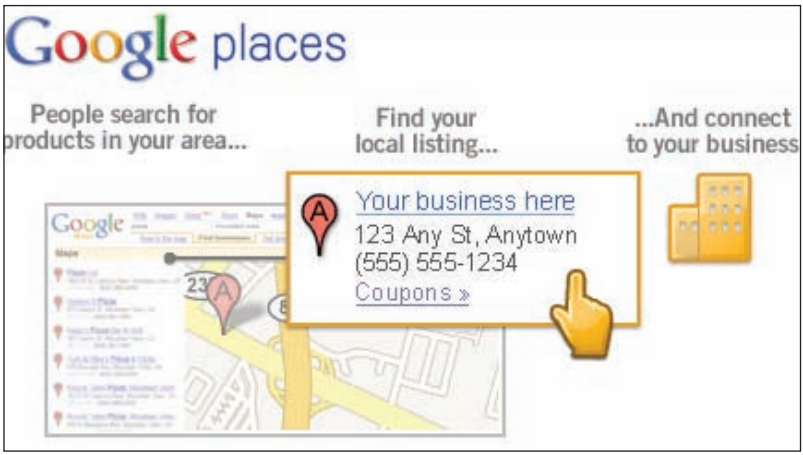
It is a very useful resource for first time webmasters. Basically, a one-stop shop for webmaster resources that will help with your crawling and indexing questions, introduce you to offerings that can enhance and

increase traffic to your site, and connect you with your visitors. Head over to www.google.com/webmasters/. The community here is very active and has literally hundreds of discussions going on about lots of topics under the sun including crawling, page ranking, indexing and SERPs. You'll get answers to some of you simplest queries such as "Is it better to use subfolders or subdomains?" etc.

search engine crawler from your home page to every page in your site. Although highly unlikely, another thing to ensure is that you don't use frames for navigation menus. Creating sitemaps is more important than you would imagine. Sitemaps help both search engines and visitors get to things easily. There are certain free sitemap generators available out there such as www.xml-sitemaps.com.

Now that you know what to do to tweak your site for search engines, it's time to know how to measure the effectiveness of the steps you've taken. A free tool called **www.webposition.com** can help you a lot in this regard. The tool allows you to check your websites current ranking, and compare it against other keyword competitors.

6.5.2 Increase Local internet appeal



Google local

When you start off most likely you will learn to exploit your local network to get business. The same can be done in the online world. Lots of people search for businesses locally online. To cater to them you need to follow a few simple guidelines. On every page of your website, in the footer section you can enter the local address such as the road name or locality name and even pin code. Get listed in directory listing websites like sulekha or any other web yellow pages. Also create a free listing for your local business on Google Maps Local Business Center (www.google.com/local/add) Use Google Places to create your free listing.

When potential customers search Maps for local information, they'll find your business: your address, hours of operation, offers etc. The same

can happen for Yahoo! Local as well. Head over to http://listings.local.yahoo.com/ to register.

6.5.3 Get listed in directories

It is important for your site to be listed in directories like the Open Directory Project (**www.demoz.com**) which is edited by a bunch of volunteer editors. Another important directory is the one run by Yahoo! (**dir.yahoo.com**). Some small tips while entering your website is to keep it short and simple. Don't be too lengthy with descriptions as human editors review most of the entries.

6.5.4 Social Media Marketing

Popularising your site and service through Social Media is a huge

Go Social

subject. It can provide that one differentiator between you and everyone else offering a similar type of service. Social media marketing is growing rapidly and has a huge scope and appeal. Social media is all about people and reputation. The idea is to use the major social channels such as blogs, social networking sites, social bookmarking sites, and forums to get people to talk about your service. Once enough people start talking about you and your service it will gain critical mass and go viral. In simple words it's like word of mouth publicity but on a much grander scale as it is in the online world and hence has a cascading effect. Social media help

promote your site by sending direct traffic, producing links to your site, and generating awareness.

Let's take the case of the most popular social networking tool out there Facebook. What you can do is create a fan page for your service. Ask your friends and family to change their status to promote your website or fan page. By embedding a simple code in your website you can get yourself a Facebook "like" button. This is similar to the Digg button. In fact you can use any and all of these social media services to promote your business. Let's look at forums. If you sell something for a niche market, forums are a great way of providing a space for customer interaction. This serves the dual purpose of some sort of semi-official support mechanism, as well as a great platform for very direct feedback about your products. You should register on as many tech and niche forums as possible. Once you get a bit of reputation and say you've taken up a few jobs for some of your forum members such as building small sites or registering domain names, you should immediately ask for a recommendation from them. Similarly, you should ask your clients to go and post comments on your Facebook page as testimonials.

Another aspect of this is to ask for link-backs to your website. For example if you register a domain and build a simple site for a client, you can with their permission put in a banner at the bottom of the site saying "hosting powered by" your site or "website designed by" etc. This way potential clients will click through to your site. The more the number of

links pointing in to your site, the greater is the chance of increasing your page rank too.

The same technique of promoting your website on twitter can be used. Except with twitter it's better to have a personal account and occasionally plug in your business rather than having a twitter account with your company name. Tweeple are generally averse to following companies. What you need to do is build a personality for your twitter account. One important point to remember is not to be part of a community, be it twitter, Facebook, or forums and talk incessantly about your product. Like any real life interaction with other people you must listen and make meaningful contributions. Posting only self-serving links will cause you more harm in the long run.

You should also be using social media tools of the old world. What we're talking about are discussion groups, message boards and email groups. The Internet offers hundreds of targeted e-mail based discussion lists, online forums, and groups made up of people with very specialised interests and common goals. Find groups on Yahoo groups related to hosting and domain name registration, cybersquatting etc. and you can begin plugging your website a little each day. But rather than blatant plugging you should be subtle about it by putting your website name and tag line in the signature of your mails. You can even have it as your gtalk status.

6.6 Pro bono work, a good starting point

Probono work is basically doing work for free initially to begin with. Yes, it may sound absurd. Why should I work for free? Granted you're in this business to make money so why would you want to do work for free? The idea is to do work for free for local charities and local NGO groups so that you get references and testimonials from them. It will also help you build your portfolio initially. For doing this you need to come up with innovative ways in which you can engage local charities. Maybe it's a local Ganesh Utsav Mandal, a local school, a local center for the blind or even a local temple etc. Most of these organisations will not pass up on the opportunity of having a web presence. It will be your job to figure out how innovatively you can provide value to them. Some of these organisations may even be willing to give you basic domain registration charges as long as you do the task of designing a basic website for them. You can also exploit your natural network and gain a foot hold in the web hosting space locally. Friends, family and friends-of-friends can be contacted for gaining pro bono work.

7. Resources worth their weight in Gold!

Now that you've decided your hosting platform and the structure of your website, tools such as content management systems with plugins and themes make life a lot easier for you as a designer/developer. Here is a quick reference quide for you to start if you've used Drupal, Joomla or WordPress.

7.1 Plugins

7.1.1 Drupal

Views (drupal.org/project/views)

This module is available to change the basic view of the page in terms of contents or tables/lists. If you want to arrange things and items on your page in a different manner or want to put the five most recent posts in a box then Views would do the trick for you in a simple efficient manner.

Tokens (drupal.org/project/token)

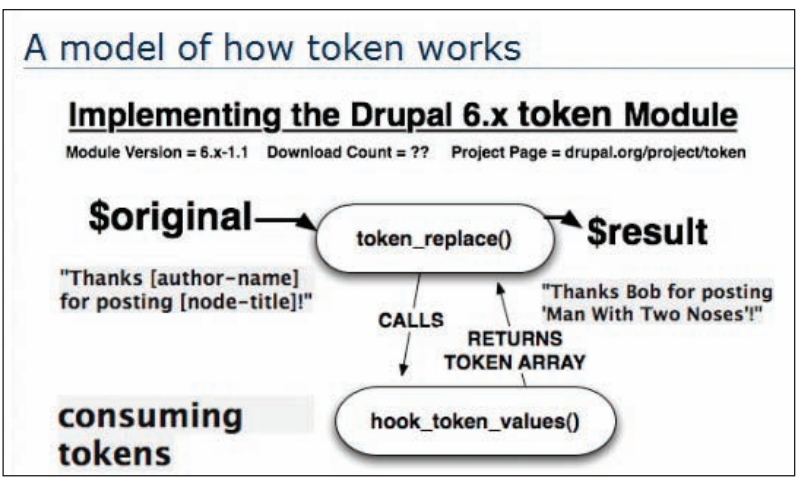
If you want to put a small text near to a larger document like %site-name or [user] then the token module will automatically take text tags and replace it with the appropriate text.

Content Construction Kit (drupal.org/project/cck)

Add custom fields to nodes using web browsing using Content Construction Kit. Most of the Content Construction Kit CCK module has moved to Drupal 7.

Pathauto (drupal.org/project/pathauto)

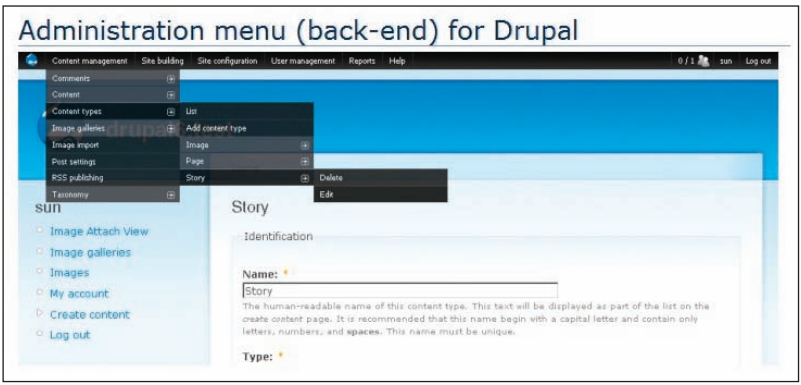
This module automatically generates path aliases for different kinds of content for eg: nodes, categories, users without the user having to manually input the path alias. This allows the user to get alias like /category/my-node-title.html instead of /node/123. These alias are based on a certain pattern which the administrator can control.



Automate your replies with Token

Administration menu (drupal.org/project/admin_menu)

Meant for users who are new to Drupal, this module is a must for site builders and administrators. The module provides a theme-independent administration interface i.e. (“navigation”, “back-end”) for Drupal.



Administrate your web site from the same admin page, irrespective of your theme

Date (drupal.org/project/date)

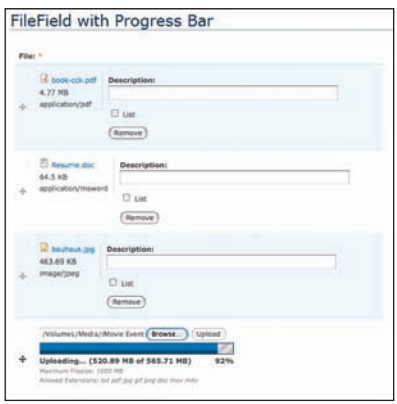
This plugin provides date and time field for the CCK content module, the CCK module and Date API modules are required to use this module.

Image Cache (drupal.org/project/imagecache)

Create presets for image processing. In case the image cache derivative is not present the process goes in the following order first the web server's rewrite rules detect that the image cache is missing it then passes it on to Drupal which in turn gives it to image cache to generate the file.

File Field (drupal.org/project/filefield)

A great tool for developers who manage a number of multimedia files like video, audio and podacasts. The File Field module gives a universal file upload for CCK, an alternative to core’s Upload module.



Manage your multimedia content with filefield

Image Field (drupal.org/project/imagefield)
A feature rich module for image management it gives the following options- Multiple images per node, Resolution restrictions, Default images, and Extensive views support. Its a CCK based alternative to the legacy image project Image Field, it provides an image upload field for CCK.

Image API (drupal.org/project/imageapi)
Although the Image API module does not provide any new feature to your Drupal site it provides an API other modules can leverage. GD2 and Image Magick support are distributed with Image API.
Install only if other modules you are using requires it, meant to be used in place of the API provided by image.inc

Image (drupal.org/project/image)
Creates thumbnails and additional sizes automatically, this module provides with proper permissions to upload images to Drupal sites.

FCK Editor (drupal.org/project/fckeditor)
A lightweight module, the FCK editor does not require any installation on client computer. FCK editor – a visual HTML editor, sometimes called WYSIWYG editor. As a HTML text editor it brings many useful WYSIWYG editing functions of popular desktop text editors like Word to the web.

Google Analytics (drupal.org/project/google_analytics)
To add the Google web statistics tracking system to your Drupal website
IMCE find it on drupal.org/project/imce
To manage your personal directories use the IMCA module as it provides file and image uploading and is a browseras well. The IMCE has the following features:
- Basic file operations: upload, delete
- Image(jpg, png, gif) operations: resize, create thumbnails, preview
- Support for private file system
- Configurable limits for user roles: file size per upload, directory quota, file extensions, and image dimensions
- Personal or shared folders for users
- Permissions per directory
- FTP-like directory navigation
- File sorting by name, size, dimensions, date
- Tabbed interface for file operations

CAPTCHA (drupal.org/project/captcha)

The main function of CAPTCHA is to make sue that the empty fields which are required to be filled before an account creation is done by humans and not computers. Often placed with web forms the CAPTCHA is a challenge response test. Automated scripts are generated by spambots which spam the content wherever possible CAPTCHAs purpose is to stop this from happening.

With Captcha, ensure your visitors are humans!

Advanced Help (drupal.org/project/advanced_help)

Developers can use Advance Help if they want to create a separate pure .html page to provide additional information for their content. It has ease of use as the files can be simply translated into the right directories by copying them in their appropriate directory. This can be made to appear in popup view. After installation of this module is complete, users with the view advanced help index permission can access the advanced help index by going to `Administer > Advanced Help`.

Poormanscron (drupal.org/project/poormanscron)

Poormanscron runs the cron operation without having the need to install the cron application. This module does not require the cron.php script. This module inserts a Javascript on each page of your website and calls for AJAX request after the last cron run. This module demands that your site is visited on a regular basis or gets good amount of traffic in order for the cron to trigger.

Link find it on drupal.org/project/link

This module lets you add a complete link to all your content types, based on the CCK based content field the Link module provides the following fields

- URL (textfield)
- Title (textfield)
- Open New Window (checkbox)
- Add rel=nofollow attribute

Webform (drupal.org/project/webform)

The Webform module simply adds on a webform node to your Drupal site.

Webform is used when the administrator wants to gather demographic or geographic data of the user before an account creation. Other uses of webform include contact or request/register forms, polls, questionnaires, surveys etc. The submissions made to the webform are saved in a database table and can be mailed to a specific email id, mostly to site administrators.

Nodewords (drupal.org/project/nodewords)

This module allows you to create tags for your Drupal site. With better description of your meta tags and keywords the nodes give you better search positioning.

Open Search (drupal.org/project/opensearchplugin)

If you want to have browser search integration then the Open Search plugin protocol is the module you want to add to your Drupal site. This module adds a search add on for Internet Explorer 7 and Firefox to Drupal sites.

Tetris (drupal.org/project/tetris)

If you want your visitors to have some fun time on your website then the Tetris plugin is one module to get. This classic game's images and background can be themed to your website. The user who beats the highest score has his name saved. Size of the blocks, speed and key controls can be configured.

Give your visitors some funtime

G Translate (drupal.org/project/gtranslate)

Make your website accessible to the majority of the internet users by using this plugin. It uses Google power to translate your content in 58 available languages.

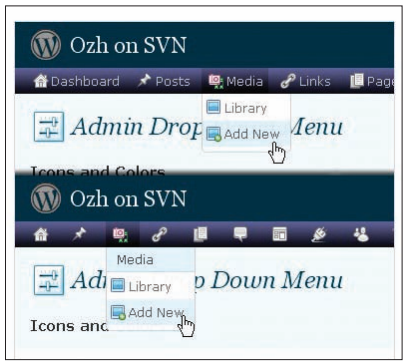
Reach a wider audience

Ubercart (drupal.org/project/ubercart)

Ubercart is an e-commerce tool for Drupal. It is mainly based on three key areas store configuration, product and catalog creation, and order administration. Ubercart module gives the user flexibility to configure and integrate all major systems with standard Drupal system like (node, taxonomy, user, etc.).

Wordpress

Ozh' Admin Drop Down Menu (wordpress.org/extend/plugins/ozh-admin-drop-down-menu/)
This plugin allows you to create a drop down menu interface on your Wordpress website. The drop down menu is CSS driven



Want a drop down menu on your website?

Google XML Sitemaps (wordpress.org/extend/plugins/google-sitemap-generator/)
To better index your website for search engines like Google and Bing the Google XML Sitemaps plugin generates a special XML map this makes it easier for the crawlers to shortlist and retrieve content form your website efficiently.

Sociable (wordpress.org/extend/plugins/sociable/)
Choose from over 99 different social networking websites to add links to your posts for your Wordpress website. Works with Worpress 2.6 or above.

Make a mark in the social web

Contact Form 7 find it on wordpress.org/extend/plugins/contact-form-7/
This is simple plugin for your Wordpress website supported by AJAX-power submitting the Contact-form 7 manages multiple contact forms which can be customised and mailed with simple markup

All in One SEO Pack (wordpress.org/extend/plugins/all-in-one-seo-pack/)
Optimises your Wordpress website for search engines. Some of the features of this plugin are:
• Support for Custom Post Types
• Advanced Canonical URLs
• Fine tune Page Navigational Links
• Built-in API so other plugins/themes can access and extend functionality
• ONLY plugin to provide SEO Integration for WP e-Commerce sites

NextGEN Gallery (wordpress.org/extend/plugins/nextgen-gallery/)
This plugin creates a image gallery with a Flash slideshow option.

qtranslate (wordpress.org/extend/plugins/qtranslate/)
Install this plugin for Wordpress to manage content on websites that are multilingual.

AddToAny (wordpress.org/extend/plugins/add-to-any/)
This plugin lets you help share, bookmark and email your posts and pages using social networking sites such as Facebook and Twitter. The plugin includes a customizable start menu which places all the services at the top so that the visitors have easy access to their favorite social websites it also places this content according to their choice and browsing history.

WordPress.com Stats (wordpress.org/extend/plugins/stats/)
Find out who has been visiting your website by installing this plugin.

Cumulus find it on wordpress.org/extend/plugins/wp-cumulus/
The cumulus plugin displays the tag, categories in a 3D cloud shape using a flash movie. Once you click on a particular tag it takes you to its appropriate page.

Simple tags find it on wordpress.org/extend/plugins/simple-tags/
Manage your Wordpress 3.0 tags perfectly with this plugin. Get tag suggestions from Yahoo, OpenCalais, Alchemy, Zemanta. Also you can edit mass tags (more than 50 at once).

DB-Backup (wordpress.org/extend/plugins/wp-db-backup/)
As the name suggests this plugin allows to backup your core Wordpress database tables. Other tables in the same database can also be saved.

WordPress Download Monitor (wordpress.org/extend/plugins/

download-monitor/)
This plugin works with Wordpress 2.5 or above. The main function of this plugin is to manage uploads and downloads. It also tracks download hits, and displaying link

Subscribe to Comments (wordpress.org/extend/plugins/subscribe-to-comments/)
The main function of this plugin is that it lets visitors/commenters to sign up for email notifications. The plugin has an inbuilt subscription manager which the commenters can use to unsubscribe to certain blogs or posts, change their email address or block all notifications.

Register Plus (wordpress.org/extend/plugins/register-plus/)
Register Plus plugin gives you the following features:
Custom Logo: Upload your logo in place of the Wordpress logo
Password field: Get your site visitors to set their own password, also include the password strength bar on the profile page

Invitation Codes
Track where your users are coming form and whom to sent out the invite

Captcha Validation
Don't let spambots register with own passwords and other details. The captcha validation comes added in this plugin

DMSGuestbook (wordpress.org/extend/plugins/dmsguestbook/)
This plugin includes the following features:
- Simple work on the attitudes over front-end (e.g. text color, guestbook width, border color...)
- Extended attitude possibility over the CSS file
- Preset DMSGuestbook caption text in different languages
- Every guestbook have his own language template
- Make your own language template in few minutes

Joomla

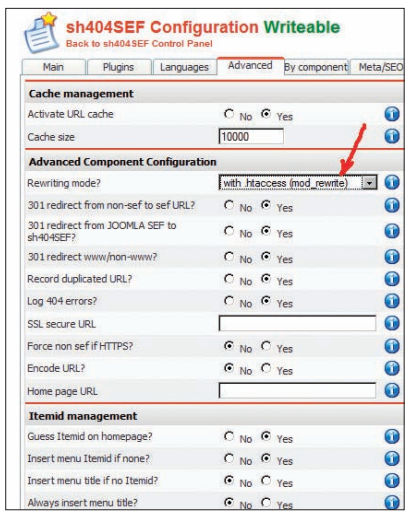
Advance Module Manger (extensions.joomla.org/extensions/access-a-security/modules-management/10307).
Keep control of your modules with the Advance Module Manager. It allows you to edit and see which modules are active for a specific menu item. Changes can be made to your modules in a modal popup window.

J!Dump (extensions.joomla.org/extensions/miscellaneous/development/1509).
Get a view of what's inside an array, object or variable. A popup window opens in an expandable DHTML tree when in place of using print_r() or var_dump(), you use dump() which shows the content of that particular object.

Acajoom (extensions.joomla.org/extensions/content-sharing/newsletter/964).
The Acajoom plugin for Joomla is one of the most fastest and powerful newsletter module available on Joomla platform. It can handle unlimited number of newsletters with an unlimited number of subscribers in just a few mouse clicks.

Community Builder (extensions.joomla.org/extensions/communities-a-groupware/communities/210)
Community builder suite includes the following:
* Extra fields in profile,
* Enhanced registration workflows, user lists, connection paths between users, admin defined tabs and user profiles
* Image upload,
* Front-end workflow management,
* Integration with other components like PMS, Newsletter, Forum, Galleries

sh404SEF (extensions.joomla.org/extensions/10134)
The sh404SEF is an essential plugin for pro search engine website. It basically rewrites the Joomla URL in an easy to understand manner for eg: (SEF URL or URL rewriting): **mysite.com/index.php?option=com_content&Itemid=69&id=34...** becomes **mysite.com/en/sh404SEF-and-url-rewriting/list-of-available-plugins.html**). The sh404SEF also has a security component along with that it is also capable of managing Page title and meta tags for each page.



Get visibility with better SEO

SQL 2 Excel Pro (extensions.joomla.org/extensions/core-enhancements/data-reports/8593)

Embed excel files on your page with this module. Its AJAX driven and allows you to put table data inside Joomla content items.

Rsform! (extensions.joomla.org/extensions/contacts-and-feedback/forms/2265)
This plugin is easy to use, it has multi-linguage support it backups and restores your forms and has full code utilisation.

Sobi 2 (extensions.joomla.org/extensions/directory-a-documentation/directory/1113)
The necessary fields can be created by using the Fields manager. You can choose from several different fields like check boxes, simple text fields or a calendar, check box groups, select lists (drop down lists) field, text input fields, text areas (w/o WYSIWYG editor).

JCE (extensions.joomla.org/extensions/edition/editors/88)
JCE is one of the most famous plugins for Joomla. Based on the Moxiecode's TinyMCE, JCE is an award winning WYSIWYG editor. Main features include Link handling, Image/Media handling, and an Administration interface for editor configuration.

Googlemaps Plugin (extensions.joomla.org/extensions/external-contents/maps/1147)
This plugin gives you the facility to add Google maps in your website. Main features of this module are: Simple directions on map, streetview with button, directions in lightbox and possibility to use print version of directions, lightbox out of info window, 3D and automatic control, navigation label, Wiki & You tube layer & other, Yahoo pipes support etc.

Joom SEF Free (extensions.joomla.org/extensions/site-management/sef/1063)
This plugin makes your Joomla website more SEF (Search engine friendly) as its SEO (Search engine optimization) plugin. It has site map generation capabilities. The new beta version is out with host of new features like integrates well with bothh Apache and IIS

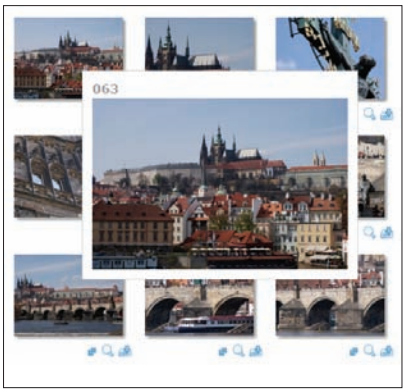
Exposé bridge (extensions.joomla.org/extensions/photos-a-images/photo-flash-gallery/254)
Install the Exposé bridge plugin if you want to create a flash based slide show for your pictures. Its main features are:
* You can create a direct link to your photo albums
* Auto start of slide show

* Customise more interface elements
* Load foreground/background images

Joomla Explorer find it on extensions.joomla.org/extensions/core-enhancements/file-management/102
This plugin allows the user to manage files and FTP. You can copy, rename, unpack, archive, edit and delete files directly on the server. Creation of new directories and files can also be done.

JEvents (extensions.joomla.org/extensions/calendars-a-events/events/95)
To add an events calendar to your Joomla website. There also an option of getting membership to the JEvents club which gives its members exclusive add-on modules. All in all the Jevents plugin is a well known and widely used calendar plugin.

Phoca Gallery (extensions.joomla.org/extensions/photos-a-images/photo-gallery/3150)
A simple no nonsense image gallery module for your Joomla website. Also includes slideshow feature.



A simple image gallery

Xmap (extensions.joomla.org/extensions/structure-a-navigation/site-map/3066)
Generate site map for your website from your menu interfaces. It is based on the popular Joomla component Joomap. It can create more than one sitemap with different preference settings for each one. Has an AJAX based backend interface. For high traffic generating websites the cache system of this module can quickly generate sitemaps, this feature has to enabled independently for each sitemap.

All Videos (extensions.joomla.org/extensions/multimedia/video-players-a-gallery/812)
A one stop solution for all your video needs, the All Video plugin is a classic module for Joomla. Your Joomla articles can easily be embedded with videos on websites like Youtube, Metacafe and more. Its main advantage is that you don't have to copy paste URLs from video websites the All Video plugin does it for you also you can play any media content audio or video directly from a remote server.
Docman (extensions.joomla.org/extensions/directory-a-documentation/

downloads/82)
This plugin is a document management system for Joomla. Its core feature is that it supports multiple categories and subcategories along with giving your users to edit, upload or download documents.

For videos, just use AllVideos

Akeeba Backup (extensions.joomla.org/extensions/access-a-security/backup/1606)
Akeeba Backup Core provides backup component and is open source. It sole purpose is to create site backup which can be restored on any Joomla based server. The main advantage of Akeeba is that it creates the entire site backup in a single archive form. To avoid server time outs the backup process is AJAX-powered.

JFusion (extensions.joomla.org/extensions/bridges/authentication-bridges/3723)
Integrate multiple software at the same time with the JFusion plugin it also has smart master/slave capabilities along with universal user integration. It allows users to develop plugins easily to create a bridge.

VirtueMart (extensions.joomla.org/extensions/e-commerce/shopping-cart/129)
VirtueMart plugin is a one stop e-commerce solution available on Joomla platform. It is also one of the most popular and is used by thousands of store owners worldwide. virtuemart.jpg (handle unlimited number of categories like products, orders, discounts and more with VirtueMart).

JCK Editor (extensions.joomla.org/extensions/edition/editors/90)
With a Plug n Play style of use the JCK editor is an advanced internet based editor. It has customisable skin options, default skin settings is of Office 2007, but that can be changed to match the colour settings according to that of your website.

Add more colour with JCK Editor

Facebook Like box (extensions.joomla.org/extensions/social-web/republish/12589)
This plugin allow your visitors to

like content on your website at the same time giving a count as to how many people have clicked on the lie button. It also provides info about which of your friends have used the like button. d

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